



Greater Manchester Chamber of Commerce

Your COVID-19 Resource Center

Checklist for Small Businesses & Non-Profits

"Educating & Empowering Businesses During Uncertain Times"

The GMCC is dedicated to assisting all of our Members get through these uncertain times. We are all in this together, and as a community with a strong local government and incredibly resilient businesses, we have no doubt that we will endure and come out the other side stronger and wiser. Please keep this resource on hand for important links to current information and updates. We have also included a business checklist to assist you when assessing the next steps for your business.

SBA Disaster Assistance loans

<https://www.sba.gov/funding-programs/disaster-assistance>

IRS Filing extensions: The Department of Revenue Services has extended deadlines for filing and payments associated with certain state business tax returns. Details are on DRS website

<https://portal.ct.gov/DRS/News---Press-Releases/2020/2020-Press-Releases/Effective-Immediately-DRS-Extends-Filing-Deadline-for-Certain-Annual-State-Business-Tax>Returns>

Unemployment assistance: Workers directly impacted by the coronavirus pandemic no longer must be actively searching for work. And employers who are furloughing workers can use the Department of Labor's shared work program, which allows businesses to reduce working hours and have those wages supplemented with unemployment insurance. DOL has more info here

<https://www.ctdol.state.ct.us/DOLCOVIDFAQ.PDF>

Don't layoff, Work Share!

http://www.ctdol.state.ct.us/progsupt/bussrvce/shared_work/index.htm

Latest information on the Corona Virus in CT

<https://portal.ct.gov/Coronavirus>

Center for Disease Control

<https://www.cdc.gov/>

COVID-19 Checklist for small businesses and Non-Profits

1. OPERATIONAL PLANNING

- a) BUDGET – Tier your expenses and figure out which can be cut back or eliminated at what times.
- b) SYSTEMS – If you/your team get sick, what systems are needed to keep the business moving?
- c) BUSINESS MODEL REVISIONS – Will social distancing impact the way your business makes money? Is there a way to temporarily adapt your offerings? Look for multiple examples of how businesses in your industry are handling this.
- d) AUTHORITIES – Bookmark and follow local and national government authorities that will issue official guidelines around COVID-19 response. Also bookmark your local office of Economic Development to stay up to date on business recovery solutions when announced.

2. LIST BUILDING – Create any of the necessary list segments for your audience and mark them accordingly;

- a) Top Customers or Clients
- b) Previous Customers or Clients/Lapsed Customers or Clients
- c) Staff – Management, Full time, Part time, Hourly, Salary, Contractors Segmented out
- d) Volunteers
- e) Grantors/Sponsors
- f) Event Registrants
- g) Allied Small Business and Non-Profits

3. CRISIS COMMUNICATIONS

- a) Decide who on the team needs to be looped in for important decision making conversations
- b) Decide who on your team and which email will deliver any official communications
- c) Find at least 3-5 examples of COVID-19 messaging from similar businesses in other affected areas to use as a starting point to draft your communications. Keep these on file.

4. POLICIES TO VERIFY AND/OR CREATE (AS THEY APPLY TO YOUR BUSINESS)

- a) Take into account
 - Your budget
 - Examples of how others in your industry are handling it elsewhere
 - Your customer service standards
- b) Refunds and the language needed to ask for support or call your community to action
- c) Postponements vs. Cancellations and the language needed to ask for support
- d) HR policies and language for letting go of staff...which we hope you do not need to.



For More Information, please contact:

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