



September 2021

CITY UPDATES + SUPPORT



We would like to invite you to the LA OPTIMIZED ACCELERATOR ACADEMY, a monthly webinar series that provides you access to resources and experts that can help your business grow and market in the digital marketplace. Webinars are 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.

September's webinars will focus on Selling Direct to Consumers. Speakers include Facebook, Shopify, and Google. This event is not to be missed!

For more information, please visit us at LACityOptimized.org.

Los Angeles City Council Adopts Local Business Preference Program Ordinance to Boost Local Economy

The Small Local Business, Local Business Preference, and Transitional Job Opportunities programs have now been consolidated into the Local Business Preference Program. The updated program is intended to further encourage small and large businesses to compete for City contracting opportunities and establish and maintain local operations. As part of the restructuring, preference percentages will increase for local small businesses or local transitional employers based on the threshold contract amount of \$150,000.

Prime contractors who are not local businesses but use subcontractors who hold a Local Business Enterprise, Local Small Business Enterprise, and/or Local Transitional Job Opportunities Program certification will receive a 1 percent preference for every 10 percent cost of the work up to a maximum 5 percent preference.

For more information, visit <https://bca.lacity.org/certification>. For a PDF of this news release, click [here](#).

Los Angeles City Council Adopts Local Emergency Code Amendment to Provide Targeted Small Business Relief

If you are a small business looking to expand or move to a new location, have an L.A. Al Fresco authorized outdoor dining area, or have an active Conditional Use Permit that recently expired or is about to expire you may want to check out the recently adopted Local Emergency Code Amendment ([Ordinance No. 187096](#)). In particular, the code amendment provides temporary relief from parking requirements and time limitations for certain approval types during a declared local emergency and for at least twelve (12) months thereafter.

As the City remains in a declared local emergency in response to the current COVID-19 pandemic, these ordinance provisions presently apply to businesses citywide.

Adopted in June 2021, the new emergency code amendment, developed in response to instructions from City Council ([Council File No. 20-0380-S1](#)), has several key components including:

- 1. Allowing a change of use of a tenant space without triggering new parking requirements for up to 5,000 square feet.***
- 2. Temporarily enabling the permitting of outdoor eating areas on private property without triggering the new parking requirements or the need to maintain existing parking spaces that may be used for the subject outdoor eating area.***
- 3. Temporarily suspending valet parking and off-site parking conditions that may have been required as part of certain land use approvals.***
- 4. Extending utilization periods and expiration dates for certain approvals including Conditional Use Permits.***

To learn more about this code amendment please contact Planning Assistant, Andrew Pennington, at (213)

978-1395 or andrew.pennington@lacity.org.

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](#).

Coming Soon in September!!! Follow @MayorOfLA for updates.

Coming Soon!!

COMEBACK CHECKS PROGRAM

COVID-19 FINANCIAL RECOVERY PROGRAM
\$37 MILLION
IN SMALL BUSINESS ASSISTANCE

GET READY TO APPLY!

- ✓ ACTIVE BUSINESS REGISTRATION TAX CERTIFICATE (BRTC)
- ✓ RECENT TAX RETURNS (2019-2020)
- ✓ ADDITIONAL DOCUMENTS TBD

Questions?

Business Source
City of Los Angeles

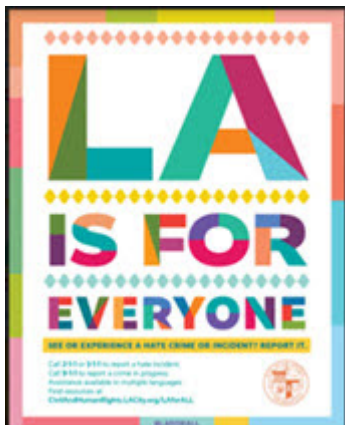
CONTACT US:
EWDDLACITY.COM/INDEX.PHP/LOCAL-BUSINESS/BUSINESSSOURCE-CENTERS

L.A. Al Fresco - Program Extended through 12/31/2021!

The L.A. Al Fresco program has been extended through 12/31/21. Please login to the application portal [HERE](#), where you will find a new 'Temporary Use Authority' certificate. For instructions on how to download your new certificate, please watch [this video](#) (note that the video was created in 2020). You do not need to submit a new Al Fresco application in order to receive your updated certificate, it is automatically generated.

Al Fresco participants should download and print this new certificate in order to display it on your storefront. If you encounter any issues accessing your new certificate, after watching the video, please reach out to alfresco@lacity.org. Furthermore, stay informed about your LADOT through: <https://ladot.lacity.org/stayinformed2021>

LA is for Everyone



The City of Los Angeles has launched the LA for All campaign, a multilingual campaign that stands for diversity, belonging, inclusion, and against hate led by the new [LA Civil Rights Department](#). LA For All encourages the reporting of hate crimes and hate incidents in 12 languages, and shares resources for anyone who has seen or experienced hate in our city. To learn more about these resources, click [here](#). Help create a safe and inclusive city for all by putting up a free LA for All poster in your organization or place of business. If you would like a poster, please [click here to fill out the request form](#).

Join us on social media. Post a graphic from the campaign using the #LAforAll social media toolkit and tagging [@lacivilrights](#).

[Click here](#) to find the Social Media Toolkit.

[Click here](#) to find social media graphics available for download in 12 languages.

To learn more about the LA for All Campaign, click [here](#).

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.



FEDERAL AND STATE SUPPORT

California Small Business COVID-19 Relief Grant Program

The CA Small Business COVID-19 Relief Grant Program provides grants from \$5,000 to \$25,000 to eligible small businesses and nonprofits impacted by COVID-19 and the related health and safety restrictions. Businesses are eligible based on their annual revenue as documented in their most recent tax return. For more information click [here](#).

Funding Rounds

Round 7: Waitlisted applicants from certain previous rounds.

- **Selection Window: August 3rd through September 16th.**
- **Eligible applicants: This is a closed round and only available to eligible applicants who were waitlisted in certain previous rounds. New applications will not be accepted in this round.**

Round 8: Nonprofit cultural institutions only.

Application window: NOW through September 8th.

- **Eligible applicants: Only non-profit cultural institutions with any revenue size that meet eligibility criteria found at [CAREliefGrant.com](https://www.careliefgrant.com)**

Round 9: New Applicants and Waitlisted applicants from certain previous rounds.

Application window: September 9th through September 30th.

- **Eligible applicants: current waitlisted applicants from certain previous rounds and new applicants that meet eligibility criteria found at [CAREliefGrant.com](https://www.careliefgrant.com)**

For Application Guide for Rounds 7, 8, & 9, click [here](#)

Eligibility For Grant Program: A small business or small nonprofit must satisfy the following criteria to be eligible to receive a grant award. Click [here](#) for eligibility requirements.

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.



Paycheck Protection Program borrowers: If your loan is \$150,000 or less, you may be eligible to apply for direct forgiveness through SBA using our [new online portal](#). [Find out](#) if your lender is participating.

National Small Business Week



The [National Small Business Week Virtual Summit](#) is just around the corner. The event will take place September 13 – September 15, when you can learn new business strategies, meet other business owners, and chat with industry experts. This free online event will include educational webinars, updates on resources for small businesses, and a networking chat room for business owners and aspiring entrepreneurs.

California Rebuilding Fund

The California Rebuilding Fund is a loan program to support California's small businesses—especially those located in economically disadvantaged and historically under-banked areas of the state. Businesses who employed 50 or less full-time equivalent employees (FTEs) and had gross revenues of less than \$2.5 million or below in 2019 are eligible to apply. Full eligibility requirements are included in the Business

Requirements tab.

The loans are flexible, transparent and are designed to help businesses access the capital and advisory services they need to get through these challenging economic times.

You can find out more information about the program [here](#).

[California Competes Tax Credit](#)

The California Competes Tax Credit is an income tax credit available to businesses that want to locate in California or stay and grow in California and create quality, full-time jobs in California that might not otherwise be created by the business or any other business.

Any business can apply for the California Competes Tax Credit. The credit is available statewide to all industries. However, while there are no geographic or sector-specific restrictions, the purpose of the California Competes Tax Credit is to attract and retain high-value employers in California in industries with high economic multipliers and that provide their employees good wages and benefits.

For fiscal year 2021-2022, GO-Biz will accept applications for the California Competes Tax Credit during the following periods:

- ***January 3, 2022 – January 24, 2022***
- ***March 7, 2022 – March 28, 2022***

Click [here](#) for more information such as how to apply, and more.

Please visit the [Los Angeles County Economic Development Corporation](#) for more information on COVID-19 relief programs, grants, loans, etc. .

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HEALTH TOOLS AND INFORMATION

COVID-19 UPDATES

Guidance for California

For most up to date State guidelines, please visit [Current Safety Measures](#). Tracking data specific to Los Angeles County can be found on the [State Dashboard](#).

Guidance for Los Angeles

City of LA Alert: COVID cases are rapidly rising. Protect yourself, loved ones, and your community by getting vaccinated now. Vaccines are free, safe, and highly effective. If you are experiencing COVID-19 symptoms, get tested. Find a vaccination or testing location near you at [Coronavirus.LACity.org/VaxAlert](#) or call 833-540-0473 from 8am-8:30pm.

Guidance for Face Covering can be found [here](#). For more information regarding reopening, please visit

coronavirus.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.

The LA mayor's August 5th public order can be found [here](#).

[Vaccine Paid Sick Leave due to COVID-19](#)

To ensure vulnerable communities, including essential workers, do not face barriers to vaccine access, including, for example, lack of transportation options and work obligations, Mayor Garcetti signed an [Order](#) that aims to reduce the barriers workers face when seeking the COVID-19 vaccine. The order provides that employers, regardless of size, provide 4 hours of Paid Sick Leave per vaccination and an additional 8 hours of paid sick leave for vaccine recovery if needed. Additionally, the requirement to provide paid leave under this Order applies retroactively to January 1, 2021, in order to protect the economic well-being of, and to not indirectly penalize, employees who took leave to receive a COVID-19 vaccine beginning on or after January 1, 2021, and before the effective date of this Order.

Federal law, including the American Rescue Plan Act of 2021 (ARP), allows certain employers to claim refundable tax credits that reimburse them for the cost of providing paid sick leave to their employees due to COVID-19, including leave taken by employees to receive or recover from COVID-19 vaccinations. Please visit irs.gov for more information.

[City of Los Angeles NotifyLA System](#)

Amidst the rising number of COVID-19 cases and hospitalization this summer, vaccinations have become extremely important at keeping our communities and loved ones safe. In California it is easy as ever to be vaccinated - it's safe, effective, and free. Every Californian 12 and up is eligible to get vaccinated. Please find out more [here](#).

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.

If you need help making an appointment or finding a walk-in clinic, click [here](#) for assistance.

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>.

Digital COVID-19 Vaccine Record

Good news! If you have been vaccinated in California, you can now upload your vaccination information onto the [digital vaccine record, found here](#), and receive a QR code and digital copy of your vaccination record. This makes it easier to prove your vaccination status when prompted to do so at mega events, or even when you are travelling. Businesses can take advantage of this too, and ask their customers to present their QR code upon entry.

SafePass - Contact Tracing

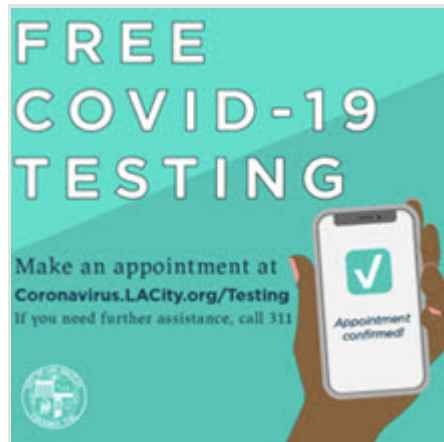
SafePass will allow users to self-report their symptoms for COVID-19 and receive notifications and alerts directly from the Los Angeles County Department of Public Health. All contact tracing data is anonymous, private, encrypted, and deleted after 30 days by Citizen. Officials encouraged residents to 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.

Free Covid-19 Testing

Angelenos can find 100+ testing sites at [http://coronavirus.lacity.org/Testing](https://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.