**BUSINESS ACTION PLAN PREPARATION**

To help during this unprecedented and unpredictable time, we’re sharing resources including the following list of considerations to assist small business owners in developing an action plan that makes sense for their business. It’s extremely important to stay informed of any updates to government programs that may affect you, your landlord, or your customers as you develop a strategy.

**FINANCIAL CONSIDERATIONS**

* Apply for SBA Loan Assistance at disasterloan.sba
* US locations may visit disasterloan.sba.gov to review eligibility for loan assistance
  + Available in areas considered under a State of Emergency
  + Apply as soon as possible - these programs will likely be “first come, first serve”
  + These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can’t be paid because of the disaster’s impact
  + You may be eligible for payment deferrals on existing SBA loans
* Contact your lenders – be proactive
  + Identify your best point of contact for various programs that may be available
  + Be clear that you are interested in relief programs for small business owners
  + Be prepared to discuss your case with lenders and on loan applications
  + Clarify your situation and have your concerns/issues well thought out
  + Identify how much money or support is reasonably needed for your business
  + Prepare documentation such as your personal financial statements, tax returns, 2019 and 2020 YTD business statements, etc.
* Locate and review your insurance policies to gain an understanding of any relevant coverage
* Contact your mortgagor or landlord about any deferred or reduced payments
  + Prioritize your mortgages/leases to address those in need of attention
  + Educate yourself about any potential penalties relative to late or delayed payments, identified in your lease
  + Discuss reduced or deferred rental payment options
    - Be clear about how COVID-19 affects your business
  + If money is owed to you by your Landlord, consider accepting an exchange for rent during this time

**EMPLOYEES**

* Develop a plan for implementation should one of your employee tests positive for the Coronavirus
  + Remember to maintain confidentiality and adhere to all legal obligations relative to the sick employee
  + Establish requirements for the sick employee
  + Identify an action plan for other employees
  + Have a communication plan for customers who may have come in contact with an employee who has tested positive
  + Maintain procedures for cleaning and disinfecting your building
* Align your vacation, paid time off, and sick pay policies with the most recent Coronavirus regulations
  + Visit dol.gov/coronavirus for more information
* Develop a plan to address lower sales and traffic at your location
  + The goal is to remain flexible and nimble to best position your business for long term success
  + Adjust hours of operation
  + Reduce staffing requirements
  + Consider a furlough program

**CUSTOMERS**

* Revise your business model as needed
  + Minimize the amount of contact between employees and customers
  + Offer pick-up / drop-off service
  + Limit the number of individuals in your building
  + Identify individual space requirements
* Make signs visible in your location to outline procedures relative to COVID-19
  + Changes to hours or staffing
  + Cleaning/disinfecting protocols
  + Hand washing requirements
  + Sanitizing efforts
  + Other

**GOVERNMENT**

* Stay abreast of your state, county and city’s COVID-19 mandates and guideline
* During a “community shut-down”, determine whether your profession is considered an “essential business”
  + https://covid19.ca.gov/stay-home-except-for-essential-needs/
* Your business may be exempt from a closure order
  + Review closure orders carefully to identify any exemptions
* If you are unclear about the status of your business, contact the appropriate authority
  + - Reach out to your city, county, and state business licensing offices
    - Contact law enforcement agency (local Police Department for city orders, Sheriff’s Department for county/state orders) charged with enforcing the order to determine whether they intend to cite your business if it stays open.
  + Should your business remain exempt from closure orders, continue to implement social distancing practices and contact resources for further guidance if needed.
    - <https://www.cdc.gov/coronavirus/2019-ncov/community/index.html>
  + In the event that your business must close, remain proactive about protecting your business and implementing previously identified guidance as needed
    - Your local government, chambers of commerce, and business advocates will likely be able to assist you with resources in your area