



**Division of Minority  
and Women's  
Business Development**

# **Business Resources During and Post a Pandemic World: A MWBE Webinar & Panel Discussion**

A Division of Empire State Development

5/13/2020

# Today's Agenda

- **Opening Remarks:**

- **Luc El-Art Severe, J.D.**, Vice President, Business Development, Division of Minority and Women's Business Development
- **Garry Johnson**, Economic Development Chairman, NAACP New York State Conference

- **Brief Presentations**

- **Empire State Development**
- **U.S. Small Business Administration**
- **City Bar Justice Center**
- **Capital Region Chamber of Commerce**

- **Brief Panel Discussion**

- **Q&A from Audience**



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# Luc El-Art Severe, J.D

Vice President,  
Business Development,  
Division of Minority and  
Women's Business  
Development



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**Garry Johnson**

**Economic Development  
Chairman,  
NAACP New York State  
Conference**



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# Part I:

## State, Federal, & Local COVID-19 Business Resources: What's Helpful to Know Now



# Empire State Development

- **Information on Novel Coronavirus (COVID-19)**
- **COVID-19 and Business-related Issues**
  - Up-to-date guidance
  - Information on Executive Order 202.6
  - ESD Guidance on Essential Businesses
  - [FAQs](#) and more
- **Help NYS Get COVID-19 Test Kits and Medical Supplies**
  - Ventilators [Updated FDA Guidance](#) ,  
Personal Protective Equipment (PPE),  
Drugs and Consumables
- **Donate Goods and Services**



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# Empire State Development

- **NYS Department of Health**
  - **NYS Contact Tracing Initiative:**  
<https://coronavirus.health.ny.gov/get-involved-how-you-can-help>
  - **Coronavirus Hotline: 1-888-364-3065** (fully language accessible)
  - **Website:** <https://coronavirus.health.ny.gov/home>

## Other Helpful Resources:

- NYS Department of Labor: <https://www.labor.ny.gov/home/>
- NYS Department of Financial Services: <https://www.dfs.ny.gov/>

➤ Learn more at [esd.ny.gov](https://esd.ny.gov)



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# New York Forward

<https://esd.ny.gov/nyforward>

- Regional Approach to reopening
- Industries eligible to reopen
- FAQs
- Also visit NY Forward Website for guidance

<https://forward.ny.gov/>



# Business Mentor NY

<https://businessmentor.ny.gov/>

- Hands-on mentoring program geared to help entrepreneurs and established small businesses overcome challenges to grow their business.
- Provides skills-based volunteerism by individuals or groups that capitalizes on personal talents or core business skills, experience or education to support small business owners and entrepreneurs.
- Volunteers act as pro-bono advisors and sounding boards for small business owners
- Provides a potential solution to accessing needed information and expertise through a streamlined process, enabled by technology.
- COVID-19 Volunteer Mentor Task Force



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# Business Mentor NY

<https://businessmentor.ny.gov/>

**Business Mentor NY**    How It Works    Why Mentoring?    [Join](#)    Log In



Join a free community of entrepreneurs and volunteer mentors.

[JOIN NOW](#)

Helping Misha has been tremendously fulfilling, and has also helped me grow personally and professionally.

**Business Mentor NY**    How It Works    Why Mentoring?    [Join](#)    Log In

## How It Works

- 1 Create your profile**  
Sign up and complete your profile. Describe yourself, what you do, and what you hope to accomplish here.
- 2 Reach Out**  
Send messages to others in the community to express your interest in starting a new mentoring conversation.
- 3 Start Mentoring**  
Talk on the phone to get to know one another. Move forward by setting goals and solving problems together.



**Division of Minority and Women's Business Development**



U.S. Small Business  
Administration

# U.S. Small Business Administration

Layered support for Americas Small Businesses

Economic Injury Disaster Loan (EIDL)

Economic Injury Disaster Loan (EIDL) and Advance

Paycheck Protection Program (PPP)

# U.S. Small Business Administration

Layered support for Americas Small Businesses

## Economic Injury Disaster Loan (EIDL)

## Economic Injury Disaster Loan (EIDL) and Advance

- Did not reopen following the second round of funding
- ODA Continues to work through the application queue – over 5 million Advances disbursed
- Agricultural businesses can apply

# U.S. Small Business Administration

Layered support for Americas Small Businesses

## Paycheck Protection Program (PPP)

- 2<sup>nd</sup> round of funding \$310 Billion
- \$188 Billion Approved
- Averaging \$2 Billion a day (this week)
- \$122 Billion still available
- Average PPP loan size 73k
- New York: over 190k loans approved for over \$18 Billion
- NY - The Average loan size is over \$98k

# U.S. Small Business Administration

## Paycheck Protection Program (PPP)

### *PPP*

- Local community banks, and credit unions are a great option

### *Safe Harbor*

- Deadline May 14<sup>th</sup>

### *Small Business Debt Relief*

- Loans after March 27<sup>th</sup> , and funded prior to September 27<sup>th</sup>

# U.S. Small Business Administration

## Paycheck Protection Program (PPP) Forgiveness – 75% Rule

### *Payroll wages,*

- forgiven amount not to exceed \$15,385 for the 8 weeks (Based on 100,000. Wages per year)
- Additional wages for tipped employees

*Insurance premiums* paid in payroll

*Retirement contributions* from payroll

*Payroll Tax*

# U.S. Small Business Administration

## Paycheck Protection Program (PPP) Forgiveness – 75% Rule

### ***Change in number of employees:***

- Forgiven amount reduced by a reduction on average number of employees on payroll

***Facilities:*** - (Expenses must have been in place by February 15<sup>th</sup>, 2020)

***Utilities:*** – Also forgiven for Sole Proprietors and Independent contractors if on 2018/2019 tax return 1040 Schedule C

***Rent:*** - Also forgiven for Sole Proprietors and Independent contractors if on 2018/2019 tax return 1040 Schedule C

***Mortgage Interest:*** - Also forgiven for Sole Proprietors and Independent contractors if on 2018/2019 tax return 1040 Schedule C



U.S. Small Business  
Administration

For more information, please visit:  
[www.sba.gov/coronavirus](https://www.sba.gov/coronavirus)

CITY BAR  
JUSTICE  
CENTER

# City Bar Justice Center

Neighborhood Entrepreneur Law Project  
Covid-19 Remote Small Business Legal Clinic  
Akira Arroyo, Esq.

# City Bar Justice Center

## Covid-19 Remote Small Business Legal Clinic

- ▶ The City Bar Justice Center's COVID-19 Small Business Remote Legal Clinic offers pro bono legal consultations to small business owners to help them understand and act upon options available under the federal government's COVID-19 stimulus package and other opportunities available through federal, state and local programs.
- ▶ Qualifying small businesses will be offered free 45-minute consultations with pro bono attorneys who will also answer broader legal questions on circumstances surrounding the COVID-19 pandemic.
- ▶ The mission of the initiative is to help entrepreneurs in New York City determine the best path forward for their small businesses in these particularly challenging times.
- ▶ <https://www.citybarjusticecenter.org/covid-19-small-business-remote-legal-clinic/>

# City Bar Justice Center Covid-19 Remote Small Business Legal Clinic

- ▶ To date the CV-19 Clinic has received over 600 requests for legal assistance from small businesses ranging from fitness studios to hair salons to childcare centers.
- ▶ 90% of businesses reaching out are very small businesses with 10 or fewer employees.
  - ▶ In 35% of the above businesses the owner is the sole employee
- ▶ 76% of businesses reached out seeking assistance with regards to eligibility for loan and grants available under the CARES Act
- ▶ 39% had questions about their commercial leases
- ▶ 22% contract enforceability
- ▶ 21% employment and labor (including and UI & PUA benefits)

# Additional Resources for Small Businesses

- ▶ City Bar Justice Center's Legal Hotline: Expanded Covid-19 Resources, including questions related to Unemployment Insurance and Pandemic Unemployment Assistance call 212-626-7383 or go to: <https://www.citybarjusticecenter.org/legal-hotline/>
- ▶ NYSBA: Has an Unemployment Insurance Relief Program to assist those applying for Pandemic Unemployment Assistance or whose claims have been denied, for more information, see their website at: <https://nysba.org/unemployment-insurance-relief/>
- ▶ We are currently working with Lawyers for Good Government to work on expanding the NYC legal clinic model statewide and businesses wanting to be notified of new resources can sign up at: <https://www.lawyersforgoodgovernment.org/covid-smallbusiness>
- ▶ ABA's Disaster Legal Services Hotline: Call 888-743-5749 for information on when the program will be available in your state in the interim, you can also go to <https://ny.freelegalanswers.org/> to have your legal questions answered by a volunteer lawyer
- ▶ Lawhelpny.org: <https://www.lawhelpny.org/> type "small business" in the search box for resources related to small businesses and Covid-19, including other legal service providers offering assistance throughout NYS

# City Bar Justice Center

Neighborhood Entrepreneur Law Project

[Covid-19 Remote Small Business Legal Clinic](#)

Email: [nelp@nycbar.org](mailto:nelp@nycbar.org)

or

call 212.382.6633

# **Part II:**

## **Post Pandemic Business Resources:**

### **What's Helpful to Know Looking Ahead**



# What's Next

Laura Mann, VP Business Growth  
May 14, 2020

# Major Impacts

- ▶ Role and Effect of Government
  - ▶ Greater government control of the economy & economic intervention
  - ▶ Short term responses with long term effects
  - ▶ Anticipated changes: greater regulation (employee rights, data accessibility, worker safety, domestic sourcing) nationalization of some industries & direct intervention in strategic industries, surveillance and mass data collection, taxation, increased business scrutiny (social responsibility)
- ▶ Society
  - ▶ Community/Pro-social behavior vs. Xenophobia/Conformity
  - ▶ Shifts in Social/Cultural norms (contact-free, large groups)
  - ▶ Mental & Emotional Impacts & Adaptability
  - ▶ Social Dynamics
  - ▶ Childcare
  - ▶ Inequitable impacts across race and gender

# Now is the New Normal

- ▶ Workforce
  - ▶ As of 5/2/2020 – over 33 million jobless claims, 1 in 5 Americans
  - ▶ 93% working from home 5+ days/week, up from 5.2% pre-COVID
  - ▶ Automation, social distancing, productivity, efficiency, mental health
  - ▶ Re-evaluation of essential jobs
  - ▶ AQ – Adaptability Quotient
- ▶ Consumers
  - ▶ Local vs. Global
  - ▶ Safety & Transparency
  - ▶ Consumption Attitudes/Behaviors (e-commerce, online, financial security, brands)
  - ▶ Sustainability
  - ▶ Online/E-commerce

# Looking Ahead

- ▶ Technology
  - ▶ Big tech getting bigger (Amazon, Apple, Google, FaceBook)
  - ▶ Accelerated Digital Transformation (2yrs compressed into 2 months)
  - ▶ Automation, AI, Digitization, Competitive Advantage
  - ▶ Telemedicine, Online Education
- ▶ Business
  - ▶ Uneven impacts – industry/sector, gender, small vs. large
  - ▶ Supply Chain
  - ▶ Consumer Shift
  - ▶ Customer & Employee Safety
  - ▶ New Business & Operational Models – Omnichannel, Automation, Virtual Shift
  - ▶ Workforce Availability, Talent Strategy
  - ▶ Data Infrastructure & Digital Capability

# Tools to Navigate

- ▶ Strategies
  - ▶ Know Your Position - cash, resources, markets, customers, pipeline, purpose, connection, digital
  - ▶ Business Continuity & Survival
  - ▶ Planning for the Future & Thriving
- ▶ Resources
  - ▶ Chambers of Commerce
  - ▶ Federal, State & Local: ESD MWBE, EACs, NYSBDCs, NYMEPs, SCORE, BIDs, City & County, Business Mentor NY, NY Business Express
  - ▶ Business Incubators, Accelerators, Co-Working (Innovate518)
  - ▶ Non-profits: Community Loan Fund, Legal Aid Society/The Legal Project, ACE
  - ▶ Industry, Business & Trade Organizations
  - ▶ Professional service providers, lenders, and more
  - ▶ Online Resources

# Thank You

Capital Region Chamber of Commerce

Laura Mann, VP Business Growth

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[www.capitalregionchamber.com](http://www.capitalregionchamber.com)

# Panelist Discussion



**Akira Arroyo**

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**Peter Fehnel**

Assistant District Director  
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**Laura Mann**

Vice President of  
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**Ryan Smith**

Director of Business Development,  
Division of Minority and Women's  
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Empire State Development



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# Questions?



**Please enter your questions in the chat and Q&A boxes!**

# Contact Us

## Empire State Development COVID-19 Related Resources

<https://esd.ny.gov/esd-covid-19-related-resources>

## Division of Minority and Women's Business Development

<https://esd.ny.gov/doing-business-ny/mwbe>

## Business Development Unit:

[MWBEBusinessDev@esd.ny.gov](mailto:MWBEBusinessDev@esd.ny.gov) | (212) 803-2433

