Business Resources During and Post a Pandemic World:
A MWBE Webinar & Panel Discussion
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
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
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
Empire State Development

- NYS Department of Health
  - Coronavirus Hotline: 1-888-364-3065 (fully language accessible)
  - Website: [https://coronavirus.health.ny.gov/home](https://coronavirus.health.ny.gov/home)

Other Helpful Resources:
- NYS Department of Labor: [https://www.labor.ny.gov/home/](https://www.labor.ny.gov/home/)
- NYS Department of Financial Services: [https://www.dfs.ny.gov/](https://www.dfs.ny.gov/)

➢ Learn more at [esd.ny.gov](https://esd.ny.gov)
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
Business Mentor NY

https://businessmentor.ny.gov/
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)
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
Paycheck Protection Program (PPP)

- 2\textsuperscript{nd} 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
PPP

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

Safe Harbor

• Deadline May 14th

Small Business Debt Relief

• Loans after March 27th, and funded prior to September 27th
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\textsuperscript{th}, 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
For more information, please visit: www.sba.gov/coronavirus
City Bar Justice Center

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

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

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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Panelist Discussion

Akira Arroyo
Director,
Neighborhood Entrepreneur Law Project,
City Bar Justice Center

Peter Fehnel
Assistant District Director for Economic Development,
U.S. Small Business Administration

Laura Mann
Vice President of Business Growth,
Capital Region Chamber of Commerce

Ryan Smith
Director of Business Development,
Division of Minority and Women’s Business Development,
Empire State Development
Questions?

Please enter your questions in the chat and Q&A boxes!
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  |  (212) 803-2433