

STATUS: LEGAL ORDER TO STAY HOME **BEGINS: 11:59 PM ON MARCH 19, 2020**

BUSINESS SUPPORT | TOOLKIT

WE ARE IN THIS TOGETHER

Our thoughts are with all those who've been impacted by this crisis. Our organization is monitoring information as it becomes available to determine the safest course of action for residents, visitors, and businesses in the Sunrise MarketPlace Business Improvement District (SMP). We are in close contact with city, county, and state officials. To help prevent the spread of COVID-19, we are following the County and Statewide shelter in place order and have temporarily closed our office to protect and care for those who work with us and the public.

SMP staff is working hard to help our businesses during this crisis. We completely understand the impact this is having on our businesses. Our District is 90% retail and restaurant and the closures and limited hours are severely impacting operations.

We will continue to provide information and clear communication as decisions on both business operations and the status of events are made. We have created a COVID-19 resource page for the community, businesses, residents, and visitors alike. We will continue to update it daily (and hourly) as needed. <https://sunrisemarketplace.com/covid-19/>

BELOW ARE THE PRIMARY AREAS WE ARE FOCUSING TO HELP OUR BUSINESS & PROPERTY OWNERS MITIGATE THIS ECONOMIC IMPACT.

AVAILABLE FINANCIAL ASSISTANCE

The SBA is significantly ramping up funding and staffing to process loan applications. Even if you are not sure you need a loan, apply now. This is a soft pull and will not affect your credit. It may take time to process so be patient. There is a 2-hour phone hold, so apply online. <https://www.sba.gov/funding-programs/disaster-assistance>.

When applying for Coronavirus (COVID-19) disaster declarations, it is important you only select Economic Injury when inquiring about your business losses. Non-peak hours are 7:00PM-7:00AM EST. For inquiries about disaster loans, call 800-659-2955 or email disastercustomerservice@sba.gov. You can also use a text telephone (TTY) by calling 1-800-877-8339. Attached are documents which will help you prepare for the online application process.

PROTECTING OUR BUSINESSES

Before the pandemic, we were working with the Citrus Heights Police Department (CHPD) on a dedicated police patrol in the District, funded by Sunrise MarketPlace. We are continuing to work toward executing this patrol. The contract must be approved by City Council; and CHPD is currently assessing their bandwidth and ability to do the patrol given this new environment. In the meantime, we are advocating additional patrols in the area.

If you are experiencing ongoing issues, please email or call Kathilynn Carpenter at kathilynn@sunrisemarketplace.com 916-769-5615 (cellular) for assistance.

TIP: Jump to the most relevant section(s) for you by clicking on the teal headers below.

COVID-19 RESOURCES

LOAN PROGRAMS & INITIATIVES

STOREFRONT SAFETY

PROTECTING CUSTOMERS

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TAKE OUT/PICK-UP/DELIVERY OPTIONS

SOCIAL MEDIA SUPPORT

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Sunrise MarketPlace recreated this toolkit from the Downtown Sacramento Partnership with helpful resources, tips and digital assets to help you make ends meet while keeping your business, employees, customers and our community safe.

AS THIS SITUATION IS RAPIDLY EVOLVING, WE ENCOURAGE YOU TO STAY INFORMED

- Call 2-1-1 or visit Sacramento County's Department of Health Services for general information or questions about COVID-19 in Sacramento at www.saccounty.net/COVID-19.
- Visit the California Dept. of Public Health for updated guidelines for employers, workers, and families at <https://www.labor.ca.gov/coronavirus2019/>.
- Stay up to date with us at www.sunrisemarketplace.com/COVID-19 and [sign up for our email lists](#) for the latest information.

ACTION NEEDED: DAMAGE ESTIMATE

Our local, state and Federal representative have requested tangible examples of economic injury due to COVID-19. Please forward information to us and we will compile and distribute to our representatives.

Please send to kathilynn@sunrisemarketplace.com.

STOREFRONT SAFETY

While many essential businesses may try to stay open, many will also elect to conserve resources. If you close and/or vacate your business for an extended period of time, follow these important steps for crime prevention.

- Email [Sunrise MarketPlace BID](#) to share an email and phone contact that should be utilized in case of emergencies.
- To avoid attracting negative activity at your business, if you choose to post an exterior sign to notify customers you are closed, please add this important language: This space is monitored by the Citrus Heights Police Department.
- Tape an interior-facing phone contact list at all entry and exits into your business to provide quick contacts for first responders. This should not be visible from the exterior.
- Notify your alarm company of the extended absence and ensure they have accurate contact information for your business. If you receive an alarm call, do not cancel it.
- If your business is open, empty your tills throughout the day, and don't keep much cash on hand.

COVID-19 RESOURCES

Understanding what businesses, employers and employees affected by the COVID-19 pandemic may be eligible for to make ends meet can be confusing.

Reduced Work Hours:

Employers can apply for the Unemployment Insurance (UI) Work Sharing Program if reduced production, services, or other conditions cause them to seek an alternative to layoffs. The Work Sharing Program helps employees whose hours and wages have been reduced:

- Receive UI benefits.
- Keep their current job.
- Avoid financial hardships.

The Work Sharing Program helps employers:

- Minimize or eliminate the need for layoffs.
- Keep trained employees and quickly prepare when business conditions improve.
- Avoid the cost of recruiting, hiring, and training new employees.

For requirements and more information click here: [Unemployment Insurance \(UI\) Work Sharing](#)

Closure or Layoffs:

- Review the [Rapid Response Factsheet](#) for early intervention assistance to help avert potential layoffs and immediate on-site services to assist workers facing job losses.

Employee Assistance:

- Employees that have their hours reduced or are laid off can also file an [Unemployment Insurance \(UI\) claim](#) to provide partial wage replacement the first week.

Employee Assistance: *cont.*

- Employees can learn about resources from the State of California regarding paid family leave, disability insurance, and paid sick leave at www.labor.ca.gov/coronavirus2019/.
- The Sacramento Central Labor Council is helping local workers navigate the unemployment process. Employees should call the hotline for assistance at [916-927-9772](tel:916-927-9772).

Tax Assistance:

- Employers may be eligible for up to a 60-day extension to file state payroll reports and/or deposit state payroll taxes without penalty or interest. A written request for extension must be received within 60 days from the original delinquent date of the payment or return.
- For questions, employers may call the EDD Taxpayer Assistance Center toll-free at [1- 888-745-3886](tel:1-888-745-3886) or for Hearing impaired (TTY) at [1-800-547-9565](tel:1-800-547-9565).
- The IRS has also published [steps for COVID-19 relief](#) to help taxpayers, businesses and others affected.

SMALL BUSINESS & NON-PROFIT LOAN PROGRAMS & INITIATIVES

The COVID-19 pandemic is already hurting small businesses and non-profit organizations whose revenues have fallen off. Several loan programs are now available to mitigate the impact.

CARES

The Small Business Administration (SBA) and the Department of Treasury have begun releasing the information that will guide the programs created through the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

To help small business owners and entrepreneurs better understand the new programs that will soon be available to them, we have created a comprehensive guide to many of the small business provisions in the CARES Act that was passed by Congress on March 27. These programs and initiatives are intended to assist business owners with whatever needs they have right now.

While these programs are being implemented, you may continue to use this guide as a source of information about the major programs and initiatives that will soon be available from the SBA and Treasury. Once complete guidance has been announced for all of the programs, we will update the guide to reflect that guidance.

DOWNLOAD THE GUIDE [HERE](#)

SBA Assistance

- The U.S. Small Business Administration is offering low-interest Economic Injury Disaster Loans of up to \$2 million to help meet financial obligations and operating expenses.
- Receive disaster assistance information and download applications at <https://disasterloan.sba.gov/ela> or call SBA at 800-659-2955.

Facebook Small Business Grants

- Soon, Facebook will begin offering \$100 million in cash grants and ad credits for up to 30,000 eligible small businesses. Visit www.facebook.com/business/ for more.

View additional small business resources compiled by the California State Treasurer's Office [here](#).

CROWD FUNDING

Take advantage of local efforts to address the economic impacts of COVID-19 on local small businesses and non-profits.

Online Gift Certificates

- Encouraging customers to purchase gift certificates that can be used when you re-open is a great way to get cash in the door quickly and/or build awareness for your business online.
- Your current POS system may include online gift card functionality, activate and share it. Remember to [email us](#) so we can share too!
- Through Kabbage Payments™, any business can sign up to sell gift certificates online, and anyone can purchase them to support your business.
- Once registered for a free account, you can send a custom link to customers and/or large corporations to buy gift certificates of any amount. (see marketing tips for best practices) Revenue is deposited as early as the business day after purchase.

Online Gift Certificates *cont.*

- Learn more about the service and [sign up for Kabbage today!](#)

GoFundMe – Help Save Local Restaurants

- Mayor Steinberg, Region Restaurants and local business groups established a GoFundMe page to accept donations from the public to support the survival and re-opening of locally owned and independent restaurants and bars.
- To apply for funds, email Orлана Van Zandt at orlana@regionbusiness.org.
- Distribution of funds will be overseen by Sacramento’s business organizations under the advisement from the Mayor’s office.
- Contribute or share [here](#).

Start Your Own Fundraiser

Several online platforms are available to help you raise donations:

- GoFundMe: <https://www.gofundme.com/c/act/covid19>
- Venmo: <https://venmo.com/business>
- PayPal: <https://www.paypal.com/us/webapps/mpp/payment-methods>

PROTECTING CUSTOMERS

The California Dept. of Public Health (CDPH) has issued guidance for restaurants, bars, wineries, food trucks, grocery stores, and farmers’ markets to protect against the spread of COVID-19 in the community.

Best Practices:

- Employees should continue best hygiene practices, including washing their hands often with soap and water for at least 20 seconds.
- Increase frequency of cleaning and sanitizing per [CDC Environmental Cleaning and Disinfection guidance](#) of all hard surfaces, including tables and counter tops that are being utilized by employees and patrons during pickup/delivery options.
- For additional information on protecting workers from COVID-19, refer to [Cal/OSHA](#).

Workplaces:

- Workplaces and businesses should implement telecommuting and teleconferencing for their employees, where appropriate and feasible.
- Only those employees performing [essential duties](#) that cannot be performed by telecommuting should physically come to work.

Retailers (non-restaurant):

- Retailers that provide [essential duties](#) include, but are not limited to, those that provide food and other necessities of life for economically disadvantaged or otherwise needy individuals, banks and related financial institutions, gas stations and auto-related facilities, and more.
- Retailers should consider drive-through or other pick-up/delivery options.

Restaurants/Cafeterias:

- Restaurants should be closed for in-restaurant seated dining and should be open only to drive-through or other pick-up/delivery options.
- Find helpful tips from partners at OpenTable in [this blog](#).

Retail Beverage Service Venues:

- California restaurants may now sell “beer, wine, and pre-mixed drinks or cocktails” for pick-up or delivery as long as they have “a secure lid or cap” (without a hole for sipping or a straw) and are sold with food. The state has also lifted its ban on alcohol sold at drive-through windows.
- In addition to restaurants, restrictions have loosened on craft distilleries, which will be allowed to take delivery orders of up to 2.25 liters per person per day. Restaurants with full liquor licenses will be permitted to sell drinks to go as well as pre-packaged beer, wine and spirits. Those that sell beer and wine will be able to sell that to go.

Visit [CDPH online](#) for additional guidance. Call 2-1-1 or visit [Sacramento County’s Department of Health Services](#) for general information or questions in Sacramento County and www.covid19.ca.gov for general information about COVID-19.

TAKE OUT & PICK-UP/DELIVERY OPTIONS

Most digital platforms designed to connect customers with pick-up and delivery options are offering discounts and reduced fees to keep orders coming into locally-owned businesses:

Pick Up Fixe:

- [PickUpFixe.com](#) is a soon to be launched service to help the restaurant industry easily manage takeout and curbside service. Restaurants will offer “Prix Fixe” multi-course meals, boxed up, and made available for takeout or curbside pick-up.

GrubHub:

- GrubHub is temporarily suspending the collection of up to \$100 million in commission fees from local restaurants for whom it delivers across the nation. Learn more at <https://get.grubhub.com>.

DoorDash:

- Through the end of April, independent restaurants can sign up for DoorDash delivery for free and pay zero commissions for 30 days.
- All existing DoorDash and Caviar partner merchants will pay no commission fees on pick-up orders and additional reductions will be available for eligible existing partners.
- More than 100,000 independent restaurant partners will be to DashPass, a subscription program which offers \$0 delivery for consumers for free.
- [Learn more](#) and sign up for DoorDash at <https://get.doordash.com>.

Postmates:

- Postmates is also waiving commission fees for small businesses to use their platform for 30-days. The just-launched pilot just began in Sacramento and will scale as the company evaluates its utility/effectiveness for local merchants.
- [Learn more](#) about the platform that enables business owners to set their own menu prices and sign up at <http://www.postmates.com/partner>.

Uber Eats:

- Uber Eats is waiving delivery fees for the more than 100,000 independent restaurants across its platform. A new feature also allows restaurants of all sizes to opt into daily payments on all Uber Eats orders, rather than the typical weekly billing cycle.
- The company has also launched daily, targeted marketing campaigns—both in-app and via email—to promote delivery from local restaurants, especially those that are new to the app.
- [Learn more](#) and sign up at <https://www.ubereats.com/restaurant>.

GETTING CREATIVE

Whether your business will remain open during these uncertain times or you have suspended operations until further notice, you must adapt to your customers' fears and needs for social distancing to stay relevant. Implement creative strategies while remembering to take all health and safety precautions for yourself, your employees, and others in the community.

Do Good: Unused Perishable and Nonperishable Goods

- Consider your options to adapt your business model. Could you offer limited groceries for pick-up/delivery in place of prepared meals for your neighbors? Can you transition to online or delivery-only enterprises?
- If you have food that needs to be distributed because you cannot utilize it, or need assistance in locating organizations that welcome the food, contact [Sunrise Christian Food Ministry](#).

Open for Business: If you're safely open, tell people!

- Meeting customers where they are, which is likely online and on social media, is critical to promoting your merchandise or services.
- Post your hours on social media and update your Google My Business and Yelp profile.
- Notify your e-newsletter distribution list to let your customers know your hours and how to safely order take out, pick-up and/or delivery.
- You can also utilize your POS system, [Square](#), [Clover](#) and others to notify customers through their marketing apps. This is a great time to share a discount code or gift certificate link to incentivize sales.

Safety First: Give your customers confidence and peace of mind

- Regularly sanitize hard surfaces in your store such as counters and doorknobs throughout the day and share photos of your staff doing so on social media.
- Let your followers know you are offering take out orders, curbside pick-up, delivery and/or online orders.
- Don't just think about instant delivery, consider shipping too! (if applicable)

Right Size: Convenient options to maintain social distancing

- Offer box lunches to-go and catering-sized portions of favorite dishes or ready-serve dinners.
- Package ingredients to put together and cook/bake at home like a cake decorating kit or pizza with toppings on the side to assemble at home. Take it one step further: Assemble as DIY project kits that offer a simple way to keep idle hands at home busy with minimal social interaction, or post video tutorials on cake decorating or pizza making class to complement the take-away item(s).

Right Size: Convenient options to maintain social distancing *cont.*

- Build subscription boxes with varying contents each week/month to encourage repeat business.

Digital Marketing: Reach your customers where they are

- Put your best digital foot forward. Update photos, online shopping tools and copy on your website.
- Post high-quality photos of your merchandise or new specials throughout the day on social media and offer online ordering via phone or social media.
- Take shoppers on a video virtual tour of your store to spark interest in your products. Don't forget to share how to order online!
- Try hosting a webinar or organize live sessions on social channels such as Facebook or Instagram. *see social media tips below for best practices*
- Facebook for Business recently published an [online guide](#) to help businesses build reliance.

"Grab & Go" Assets

To help you tell the world you're open, we've created helpful graphics sized for social media in this Dropbox folder. To help you incorporate into your social media, we've drafted copy you can personalize:

Open for business: We are still OPEN for delivery or curbside pick-up. *Add information about:*

- Today's store hours
- Today's special or offers
- Where to order (online, by phone etc.)
- Include hashtags! #BeSafe #SupportLocal

Business closed: Our doors might be closed, but you can still support us! *Add information about:*

- Online ordering, delivery and/or shipping
- Online gift cards or donation pages
- Special offers

SOCIAL MEDIA: STAY ENGAGED

Be sure to stay up with your followers across social media platforms, encourage them to snap, tag and share and don't forget to tag Sunrise MarketPlace in posts for resharing: **Facebook: @SunriseMarketPlace** & **Instagram: @DiscoverSMP**

Stay in touch with your customers

- Now is the best time to engage. Like, comment and reply to direct messages in a timely manner.
- People will be reaching out to ask if you are open, hours, delivery options, etc. Make sure you are posting frequently to keep your customers informed! *Tip: Don't forget you can "pin" important posts on Facebook and Twitter.*

Host an online event

- Using [Facebook Live](#), [YouTube](#), or [Instagram Live](#), engage your viewers on a LIVE platform to encourage them to tune in and support.

Host an online event *cont.*

- Create a fun graphic to show your hours, what you offer, how your audience can support you! [Canva](#) has templates that are quick and easy to create or use the graphics we have provided you in this toolkit.
- Make sure you tag [@SunriseMarketPlace](#) so we can help amplify and promote! We are here to support you.

Prepare a customer service plan

- Be responsive and transparent with your customers during this challenging time.
- Consider drafting consistent replies that you can easily copy and paste.
- Connect with your customers in real time using direct messaging.
- Provide a list of FAQ's on your social pages or on your website so your customers can easily have the answers they need.
- Make sure to keep your audience informed about the measures you are taking to make sure your business and products are safe, how are you handling customer inquiries, etc.

ABOUT SUNRISE MARKETPLACE

Sunrise MarketPlace is a collection of more than 400 retailers, restaurants and professional businesses located in the heart of Citrus Heights, CA. The Shopping and Business Improvement District is located along Sunrise Boulevard between Arcadia Drive (just north of Greenback Lane) and Madison Avenue, and along Greenback Lane between Birdcage Street and Fair Oaks Boulevard. The District was created in 1999 to advance the commercial vitality of the business corridor. For more information visit www.ShopSMP.com, www.facebook.com/sunrisemarketplace and www.instagram.com/sunrisemarketplace.

TOGETHER WE CAN ALL SUPPORT ONE ANOTHER!