



BUSINESS RESOURCE AND RESILIENCY PLAN



City of Garden Grove
Office of Economic Development
11222 Acacia Parkway
Garden Grove, CA 92840
ggcity.org
(Dated April 9, 2020 – Version 1.0)

Table of Contents

I.	Overview	3
II.	Local Business Relief Efforts.....	4
III.	Economic Development Actions	5
	NEW! 2020 COVID-19 BUSINESS SURVEY	5
	NEW! SHOP LOCAL RESTAURANTS/GROCERS LISTINGS (BUSINESS OUTREACH)	5
	ENHANCED! SMALL BUSINESS ASSISTANCE “FORGIVABLE” LOAN (up to \$50,000)	5
	IN PROCESS! SMALL BUSINESS ASSISTANCE ONLINE LOAN APPLICATION	6
	NEW! VIRTUAL BUILDING INSPECTION SERVICES.....	6
	NEW! ONLINE BUSINESS RESOURCE TOOLKIT	6
	IN PROCESS! GROVE DISTRICT ANAHEIM RESORT.....	6
	PURCHASING PREFERENCE FOR LOCAL BUSINESSES.....	6
	BUY IN GARDEN GROVE (SHOP LOCAL INITIATIVE)	7
IV.	Business Resources and Tools.....	8
	FEDERAL	8
	STATE OF CALIFORNIA.....	10
	COUNTY OF ORANGE	11
	CITY OF GARDEN GROVE.....	12
	NONPROFIT.....	13
V.	Employer Resources.....	14
VI.	Employee Resources	15
VII.	Requesting Relief and Extensions for Filing Returns	17
	CALIFORNIA DEPARTMENT OF TAX AND FEE ADMINISTRATION.....	17
	STATE OF CALIFORNIA FRANCHISE TAX BOARD	17
VIII.	Workplace Guidelines for COVID-19	18
	OCCUPATIONAL SAFETY AND HEALTH ADMINISTRATION (OSHA)	18
	CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)	18
IX.	Business Start-up Guide	19
X.	Conclusion.....	24
XI.	Economic Development Contacts.....	24

I. Overview

The City of Garden Grove is committed to the health and well-being of its robust and dynamic business community. Efforts are ongoing to monitor the COVID-19 pandemic while deploying economic development activities where possible to promote economic security and stability for Garden Grove businesses of all sizes. The Garden Grove Business Resource and Resiliency Plan brings together a number of comprehensive business resources and tools available through federal, state, and local levels for businesses and entrepreneurs impacted by COVID-19. These are unprecedented times in which the Office of Economic Development acknowledge the community partnerships with the Garden Grove Tourism Promotion Corporation, Garden Grove Chamber of Commerce, the Vietnamese American Chamber of Commerce of Orange County (VACOC), the Korean American Chamber of Commerce of Orange County (KACCOC) and the Orange County Small Business Development Center (OC-SBDC) are central to business and economic recovery.

The Garden Grove Business Resource and Resiliency Plan is summarized in four areas of focus:

- Summary of immediate actions undertaken by the City of Garden Grove;
- Description of Economic Development Actions currently in process;
- A comprehensive clearinghouse of business resources for employers and employees from the federal, state, and local government; and
- A Business Start-Up Guide.

The Garden Grove Business Resource and Resiliency Plan

Prepared in partnership with:



G.G.T.P.C

Garden Grove Tourism Promotion Corporation

II. Local Business Relief Efforts

The focus of the City of Garden Grove and the Office of Economic Development (OED) is to determine the level of support, relief and stimulus work that needs to be undertaken. The OED maintains ongoing dialogue with industry partners such as the local Chambers of Commerce, the development community, and the Orange County - Small Business Development Center to identify actions to support businesses, workers and residents. The City has launched immediate actions including retooling its small business assistance program to support businesses affected by the COVID-19 pandemic as summarized below.

- Enhanced communication and information via an established Coronavirus webpage (ggcity.org/coronavirus)
- Established a database of local restaurants, grocers and pharmacies providing essential services
- Implemented "virtual" building inspections and online plan checks
- Prioritization of Building and Planning plan checks for affected businesses by COVID-19.
- Suspended limitations on operation and delivery hours for essential activities
- Adopted temporary moratorium suspending residential and commercial evictions caused by COVID-19.
- Suspended street sweeping citations
- In Process!** Modify SBA Program funded through CDBG to support job retention efforts and increase SBA loan amount to \$50,000
- In Process!** Explore expansion of Meals on Wheels for individuals and families impacted by COVID-19.
- In Process!** Explore expansion of rental assistance program for individuals and families impacted by COVID-19

III. Economic Development Actions

The OED in collaboration with the City of Garden Grove Office of Community Relations, the Garden Grove Chamber of Commerce (GG Chamber), the Vietnamese American Chamber of Commerce of Orange County (VACOC), the Korean American Chamber of Commerce of Orange County (KACCOC), and the Orange County Small Business Development Center (OC/SBDC) are committed to providing current and relevant business resources and information. For local businesses who established Garden Grove as home base, identified below are additional business resources and tools.

NEW! 2020 COVID-19 BUSINESS SURVEY

The City of Garden Grove is inviting all Garden Grove businesses to complete an online Covid-19 Business Survey to share how the COVID-19 pandemic is impacting businesses, and what information or support the businesses and employees need. The survey will be distributed in the City’s water billing, available on the City website, and through its various social media platforms.

[COVID-19 Business Survey](https://ggcity.org/coronavirus/business-survey)

ggcity.org/coronavirus/business-survey

The Covid-19 Business Survey results will be utilized by the Office of Economic Development to develop and enhance its business resources and tools.

NEW! SHOP LOCAL RESTAURANTS/GROCERS LISTINGS (BUSINESS OUTREACH)



Local Restaurants
Open for Take-Out



Local Grocers and
Pharmacies Open

With the support of the City’s Information Technology Department and Office of Community Relations, OED initiated the “**Local Restaurants Open for Take-Out**” link at ggcity.org/coronavirus/local-restaurants-open-take-out and a “**Local Grocers and Pharmacies Open**” link at ggcity.org/coronavirus/local-grocers-and-pharmacies-open. These resources were created to share information about local restaurants with modified hours of operations and offering take-out services. Also listed are business hours for local grocery stores and pharmacies. These pages are updated daily with new businesses and adjusted with hours of

operations.

ENHANCED! SMALL BUSINESS ASSISTANCE “FORGIVABLE” LOAN (up to \$50,000)

The City’s Small Business Assistance Program guidelines have been modified into a forgivable loan structure to meet the changing needs of small and mid-sized businesses recently impacted by COVID-19. The SBA Program now features more flexible terms. Funded with CDBG funds, the City’s SBA Program is designed to assist small businesses, especially those who have difficulty meeting the terms of a traditional lenders to retain local jobs. For additional information, visit ggcity.org/neighborhood-improvement/small-business-programs.

IN PROCESS! SMALL BUSINESS ASSISTANCE ONLINE LOAN APPLICATION

To assist with streamlining the City's Small Business Assistance Program, efforts are underway to develop an online portal for SBA loan application submittal process and underwriting. The goal is to have the online loan application process in place by the end of April 2020.

NEW! VIRTUAL BUILDING INSPECTION SERVICES

The City's Public Counter Services has transitioned to "virtual", offering greater flexibility and streamlining of Building and Planning plan check requests and virtual Building inspections. The new method of performing Building inspections is called VIRTUAL LIVE INSPECTIONS using Google Duo app. Virtual inspections are for various types of inspections in an effort to maintain progress on the many active job sites still in process. For additional information, please access the City website at ggcity.org/building-and-safety or contact the Building & Safety Division – Permit Counter at (714) 741-5307.

NEW! ONLINE BUSINESS RESOURCE TOOLKIT

The U.S. Small Business Administration (SBA) is offering two loan programs as a result of the coronavirus (COVID-19) pandemic to small businesses throughout California. The ONLINE BUSINESS RESOURCE TOOLKIT summarizes the program details for the Paycheck Protection Program (PPP) and Economic Injury Disaster Loan Program (EIDL) along with other business resources for employers and employees. The VIRTUAL BUSINESS RESOURCE TOOLKIT is available at ggcity.org/businesses.

IN PROCESS! GROVE DISTRICT ANAHEIM RESORT

The City has a strong tourism sector, which has been negatively impacted due to major tourist destinations being shut down due to Covid-19 including: Disneyland Resort, the Anaheim Convention Center, major sports, entertainment and event venues. It is unknown when the federal, state and local health directives will end creating further economic uncertainty. Deferral of penalties, fines, and enforcement actions against businesses that collect and pay transient occupancy tax, for a period of 90 days is recommended.

PURCHASING PREFERENCE FOR LOCAL BUSINESSES

Purchasing preference for Garden Grove businesses is available through the City's Purchasing Guidelines and facilitates B2B transactions in the City. Where the services to be provided by a bidder or supplier are equal, preference shall be given to local merchants when the local merchants' bids are within 2% of the lowest bid received, provided that the dollar amount represented by the 2% difference does not exceed \$5,000. This provision shall only be utilized where bids in the amount of \$5,000 or higher are solicited.

For additional information, visit ggcity.org/finance/purchasing-faqs.

BUY IN GARDEN GROVE (SHOP LOCAL INITIATIVE)



The Office of Community Relations re-launched its Shop Local Program called Buy in Garden Grove (BiGG). The enhanced program features a new logo; multi-functional GIS-based webpage; more shopper discounts and rebates; and special seasonal promotions and giveaways.

BiGG's re-launch furthers the City's commitment to assisting local businesses through partnerships and publicity. Approximately 100 local businesses currently participate in the no-cost program, now in its 10th year, offering discounts on services and products.

Created in 2019, the Vehicle Rebate Program (VRP) that offers Garden Grove residents and businesses a \$500 rebate when purchasing a new car or truck from one of the six franchised local auto dealers. Participating auto dealers are [Volkswagen Garden Grove](#), [Simpson Chevrolet of Garden Grove](#), [Russell Westbrook Hyundai of Garden Grove](#), [Toyota Place](#), [Garden Grove Nissan](#), and [Garden Grove Kia](#).

IV. Business Resources and Tools

On March 27, 2020, the U.S. President signed into law the Coronavirus Aid, Relief and Economic Security Act (**CARES Act**). The \$2 trillion stimulus package will fund a number of small business initiatives to address the unprecedented public health and economic crisis related to COVID-19. A comprehensive overview of programs funded through the CARES Act and other available business resources and tools is listed below.

FEDERAL

SBA Disaster Loan Assistance

sba.gov/funding-programs/disaster-assistance



The U.S. Small Business Administration is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19).

Through the CARES Act, the following small business loans are available:

1. **COVID-19 ECONOMIC INJURY DISASTER LOAN ADVANCE (Up to \$10,000)**
2. **COVID-19 ECONOMIC INJURY DISASTER LOAN (Up to \$2 million)**

Download application at: sba.gov/disaster/apply-for-disaster-loan/index.html

Paycheck Protection Program (PPP)

sba.gov/funding-programs/loans/paycheck-protection-program



The Paycheck Protection Program, which will serve as an extension of the Small Business Administration (SBA) 7(a) loan program, allows financial institutions to provide federally-backed, forgivable loans to eligible businesses.

1. **Businesses with less than 500 employees**
2. **Maximum loan size is up to 2.5 times the average monthly payroll costs over the prior 12 months or**
3. **Up to \$10 million**

Express Bridge Loan

sba.gov/funding-programs/loans/paycheck-protection-program



The Express Bridge Loan (EBL) provides direct loan assistance to small businesses located in communities impacted by Presidentially-declared disasters and disasters declared by SBA under its own authority.

1. **Express Bridge Loan (Up to \$25,000)**
2. **Max 7-year repayment**

Families First Coronavirus Response Act

dol.gov/agencies/whd/pandemic/ffcra-employer-paid-leave



The Families First Coronavirus Response Act (FFCRA or Act) requires certain employers to provide their employees with paid sick leave or expanded family and medical leave for specified reasons related to COVID-19.

Federal Reserve

federalreserve.gov/newsevents/pressreleases/monetary20200409a.htm



The actions the Federal Reserve took on Thursday, April 9, 2020 to support employers of all sizes and communities across the country will:

- Enhancements to the Small Business Administration's Paycheck Protection Program (PPP) by supplying liquidity to participating financial institutions through term financing backed by PPP loans to small businesses;
- Establish \$600 billion in loans through the Main Street Lending Program. The Department of the Treasury, using funding from the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) will provide \$75 billion in equity to the facility;
- Expanding the size and scope of the Primary and Secondary Market Corporate Credit Facilities (PMCCF and SMCCF) as well as the Term Asset-Backed Securities Loan Facility (TALF). These three programs will now support up to \$850 billion in credit backed by \$85 billion in credit protection provided by the Treasury; and
- Establishing a Municipal Liquidity Facility that will offer up to \$500 billion in lending to states and municipalities. The Treasury will provide \$35 billion of credit protection to the Federal Reserve for the Municipal Liquidity Facility using funds appropriated by the CARES Act.

STATE OF CALIFORNIA

California Association for Local Economic Development (CALED)

caled.org/economic-development-resources-for-the-novel-coronavirus-and-covid-19/



As businesses and the local economy are hit hard by the virus and its effects, CALED has gathered federal, state, and local resources that provide guidance as well as examples of what communities are doing to help their local businesses.

1. BUSINESS RESOURCES
2. EMPLOYER AND EMPLOYEE RESOURCES
3. LOANS AND FINANCIAL ASSISTANCE
4. EXAMPLES OF LOCAL BUSINESS ASSISTANCE AND PROGRAMS

California Competes Tax Credit

business.ca.gov/california-competes-tax-credit/



The California Competes Tax Credit (CCTC) is an income tax credit available to businesses that want to locate in California or stay and grow in California.

1. The tentative amount of credits that can be allocated by GO-Biz is approximately \$180 million in each fiscal year 2018-19 through 2022-23.
2. The minimum tax credit amount a business can request is \$20,000.

Employment Development Department

edd.ca.gov/



The Employment Development Department (EDD) provides a variety of services to businesses, workers, and job seekers. The EDD administers several multi-billion dollar benefit programs including the Unemployment Insurance (UI), Disability Insurance (DI), and Paid Family Leave (PFL) programs that provide financial stability to workers and their communities.

California Department of Resources Recycling and Recovery

calrecycle.ca.gov/rmdz/loans



The California Department of Resources Recycling and Recovery (CalRecycle) administers a Recycling Market Development Zone Loan Program to encourage California-based recycling businesses located within California financing businesses that prevent, reduce, or recycle recovered waste materials through value-added processing or manufacturing. Facilities must be located within a CalRecycle-designated RMDZ and use postconsumer or secondary recovered waste feedstock generated in California. **The City of Garden Grove is one of six (6) jurisdictions in Orange County that is designated a RMDZ.**

**Labor & Workforce
Development Agency**

labor.ca.gov/coronavirus2019/



In the face of the COVID-19, the Labor & Workforce Development Agency (LWDA) wants to keep workers, employers, co-workers, and families safe. The WDA has provided a centralized source of information for the following items:

1. PAID SICK LEAVE
2. UNEMPLOYMENT AND DISABILITY INSURANCE
3. PAID FAMILY LEAVE
4. WORKPLACE HEALTH AND SAFETY GUIDANCE
5. EMPLOYER ASSISTANCE

COUNTY OF ORANGE

Orange County Community Services

occommunityservices.org/



Effective March 30, 2020, Orange County Community Services has implemented a call center to meet the needs of businesses impacted by the novel coronavirus (COVID-19) pandemic

OC Small Business Development Center

orangecountysbdc.org/



SBDC seminars are offered throughout the year at no or minimal cost across Orange County. Seminar topics include: funding, target marketing, lease negotiation, market research, business planning, financial management, trade and more.

1. WORKSHOPS
2. BUSINESS COUNSELING
3. FUNDING
4. MANAGEMENT
5. MARKETING

SCORE

orangecounty.score.org/



Orange County SCORE offers FREE business mentoring, low-cost or no-cost business training, and numerous templates and tools to help you start or grow a business.

1. MENTORSHIP
 2. BUSINESS COUNSELING
-

OC One Stop Centers

oconestop.com/



The OC One-Stop Centers oversee Orange County's workforce development activities and establish programs in response to the workforce needs of Orange County, including labor market information, employment and training services, and business assistance. Central to the OC One Stop Center's ability to provide services is the network of One-Stop Career Centers, Satellite Centers and youth employment and training programs located throughout the County.

1. **JOB TRAINING**
2. **EMPLOYMENT RESOURCES**

California Capital Access Program (CalCAP) for Small Business

treasurer.ca.gov/cpcf/calcap/sb/index.asp



CALIFORNIA POLLUTION CONTROL FINANCING AUTHORITY

The California Capital Access Program for Small Business (CalCAP SB or Program) encourages banks and other financial institutions to make loans to small businesses that have difficulty obtaining financing. If you own a small business and need a loan for start-up, expansion or working capital, you may receive more favorable loan terms from a lender if your loan is enrolled in the CalCAP Loan Loss Reserve Program. This program helps communities by providing financing to businesses that create jobs and improve the economy.

CITY OF GARDEN GROVE

Small Business Assistance Loan

ggcity.org/neighborhood-improvement/small-business-programs

The City's Small Business Assistance Loan has been modified in the form of a forgivable loan to meet the changing needs of small and mid-sized businesses recently impacted by COVID-19. The program now features more flexible terms and smaller loan amounts. The SBA program is designed to assist small businesses, especially those who have difficulty meeting the terms of a traditional lenders to retain local jobs.

Garden Grove Shop Local Initiative

ggcity.org/big



Buy in Garden Grove (BiGG) is designed to support local businesses, provide shopper incentives to Garden Grove residents and visitors, and keep needed tax dollars in the community.

Vehicle Rebate Program

ggcity.org/big/vrp

The City has added a Vehicle Rebate Program (VRP) to its shop local initiative, [Buy in Garden Grove \(BiGG\)](http://ggcity.org/big). Garden Grove residents and businesses purchasing a new vehicle from one of the six franchised local auto dealers are eligible to receive a \$500 rebate with proof of Garden Grove residency or business address.

NONPROFIT

James Beard Foundation

jamesbeard.org/blog/relief-fund?utm_source=social&utm_medium=instagram&utm_campaign=2020-03-19



The James Beard Foundation recognizes the dire situation the food and beverage community is in due to the COVID-19 pandemic.

For the JBF Relief Fund, please [add your information here](#).

V. Employer Resources

The following pages contain information for employer and employee resources, virtual business development opportunities, financial assistance, workplace health and safety, and communications. OED and through our community partnerships including GGTPC, GG Chamber, KACCOC, and VACOC will continue to add new and updated information to this plan, as it becomes available.

Reduced Work Hours

edd.ca.gov/unemployment/Work_Sharing_Program.htm



Employers experiencing a slowdown in their businesses or services as a result of COVID-19's impact on the economy may apply for the Unemployment Insurance Work Sharing Program.

Tax Assistance Program



Employers experiencing a hardship as a result of coronavirus may request up to a 60-day extension of time from the EDD to file their state payroll reports and/or deposit state payroll taxes without penalty or interest.

Those needing tax assistance can call:

- Toll-free from the U.S. or Canada: (888) 745-3886
- Hearing impaired (TTY): (800) 547-9565
- Outside the U.S. or Canada: (916) 464-3502

Rapid Response Program

edd.ca.gov/pdf_pub_ctr/de8714rrb.pdf



Rapid Response is a proactive, business-focused program designed to assist companies facing potential layoffs or plant closures. Rapid Response teams provide early intervention assistance to help avert potential layoffs, and immediate on-site services to assist workers facing job losses. Rapid Response services are tailored to each company based on the needs of the affected employees. These services are carried out by state and local workforce development agencies in partnership with the America's Job Center of California network.

VI. Employee Resources

Paid Sick Leave

dir.ca.gov/dlse/paid_sick_leave.htm



An employee who, on or after July 1, 2015, works in California for 30 or more days within a year from the beginning of employment, is entitled to Paid Sick Leave (PSL).

Disability Insurance (DI)

edd.ca.gov/about_edd/coronavirus-2019.htm



Employees unable to work due to having or being exposed to COVID-19 (certified by a medical professional), you can [file a Disability Insurance \(DI\) claim](#). DI provides short-term benefit payments to eligible workers who have a full or partial loss of wages due to a non-work-related illness, injury, or pregnancy. Benefit amounts are approximately 60-70 percent of wages (depending on income) and range from \$50-\$1,300 a week.

The [Governor's Executive Order](#) waives the one-week unpaid waiting period, so you can collect DI benefits for the first week you are out of work. If you are eligible, the EDD processes and issues payments within a few weeks of receiving a claim.

For guidance on the disease, visit the [California Department of Public Health website](#).

Paid Family Leave (PFL)

edd.ca.gov/about_edd/coronavirus-2019.htm



Employees unable to work because you are caring for an ill or quarantined family member with COVID-19 (certified by a medical professional), you can [file a Paid Family Leave \(PFL\) claim](#). PFL provides up to six weeks of benefit payments to eligible workers who have a full or partial loss of wages because they need time off work to care for a seriously ill family member or to bond with a new child. Benefit amounts are approximately 60-70 percent of wages (depending on income) and range from \$50-\$1,300 a week. If you are eligible, the EDD processes and issues payments within a few weeks of receiving a claim.

School Closures

If your child's school is closed, and you have to miss work to be there for them, you may be eligible for Unemployment Insurance benefits. Eligibility considerations include if you have no other care options and if you are unable to continue working your normal hours remotely. [File an Unemployment Insurance claim](#) and our EDD representatives will decide if you are eligible.

Unemployment Insuranceedd.ca.gov/about_edd/coronavirus-2019.htm



If your employer has reduced your hours or shut down operations due to COVID-19, you can [file an Unemployment Insurance \(UI\) claim](#). If you are temporarily unemployed due to COVID-19 and expected to return to work with your employer within a few weeks, you are not required to actively seek work each week. However, you must remain able and available and ready to work during your unemployment for each week of benefits you claim and meet all other eligibility criteria. If you are eligible, benefits can range from \$40-\$450 per week.

Self- Employededd.ca.gov/about_edd/coronavirus-2019.htm



If you are self-employed, you may have benefits available from EDD employment insurance programs that you or your employer may have paid into over the past 5 to 18 months. You may have contributions from a prior job, or you could have been misclassified as an independent contractor instead of an employee. Apply for the benefit program that best fits your situation. Visit [Self-Employed/Independent Contractor](#) to learn more.

VII. Requesting Relief and Extensions for Filing Returns

**CALIFORNIA DEPARTMENT
OF TAX AND FEE
ADMINISTRATION**

cdtfa.ca.gov/services/covid19.htm#Relief



On March 12, 2020, Governor Newsom issued an [Executive Order](#) in response to the COVID-19 State of Emergency. According to this Executive Order the [CDTFA](#) has the authority to assist individuals and businesses impacted by complying with a state or local public health official's imposition or recommendation of social distancing measures related to COVID-19.

This assistance includes granting extensions for:

- Filing returns and making payments, and
- Relief from interest and penalties.

**STATE OF CALIFORNIA
FRANCHISE TAX BOARD**

ftb.ca.gov/about-ftb/newsroom/covid-19/extensions-to-file-pay.html



STATE OF CALIFORNIA
Franchise Tax Board

The [Franchise Tax Board](#) is supporting California individuals and businesses affected by COVID-19 so they can focus on their health and wellbeing. If you are a taxpayer affected by the COVID-19 pandemic, review these resources for more information.

Check back for updates on COVID-19 and California income taxes

- [COVID-19 FAQs](#)
- [Extension to file and pay](#)

VIII. Workplace Guidelines for COVID-19

OCCUPATIONAL SAFETY
AND HEALTH
ADMINISTRATION (OSHA)

dir.ca.gov/dosh/coronavirus/General-Industry.html



[Cal/OSHA's](#) regulations require protection for workers exposed to airborne infectious diseases such as the 2019 novel coronavirus disease (COVID-19), first identified in Wuhan City, China in December 2019. This interim guidance provides employers and workers with information for preventing exposure to the coronavirus (SARS-CoV-2), the virus that causes COVID-19.

[Guidance on Preparing Workplaces for COVID-19](#)

CENTERS FOR DISEASE
CONTROL AND
PREVENTION (CDC)

cdc.gov/coronavirus/2019-nCoV/index.html



CENTERS FOR DISEASE
CONTROL AND PREVENTION

The interim guidance is based on what is currently known [about the coronavirus disease 2019 \(COVID-19\)](#). COVID-19 is a respiratory illness that can spread from person to person. The outbreak first started in China, but the virus continues to spread internationally and in [the United States](#). The Centers for Disease Control and Prevention (CDC) will update this interim guidance as additional information becomes available. Businesses and employers can prevent and [slow the spread of COVID-19](#). Employers should plan to respond in a flexible way to varying levels of disease transmission in the community and be prepared to refine their business response plans as needed.

IX. Business Start-up Guide

The City of Garden Grove continues to promote and sustain a strong, robust business climate throughout the community by providing Economic Development assistance. Our mission is to attract and grow business and investment in the community, expand the City's tax base to provide great City services and enhance the quality of life.

The OED is available to assist your businesses. We offer assistance with working through the development process starting from the conceptual stage, financing options, networking, professional development, and various support services.

Step 1 – Prepare and Plan

Research: For any business, preparation and planning are critical for success. You should conduct market research about potential competitors and to determine how much it will cost to start up and establish your business.

Plan: A business plan is the blueprint for your new venture. It maps out the course of your business from the market research and analysis stages through financing, marketing, implementation and beyond. A well thought-out business plan ensures that you have considered the issues necessary to be successful and have anticipated how to handle potential difficulties that may arise during the course of starting and operating your business.

Financing a startup business may be costly requiring personal savings, secured loans, or a second income stream. For additional information on financing a business, visit the Governor's Office of Business and Economic Development's California Business Portal (businessportal.ca.gov).

Step 2 – Secure Financing

- **Small Business Development Centers** – Provide comprehensive business assistance, including helping business owners access capital.
- **Small Business Loan Guarantee Program** – Provides loans to small businesses that experience capital access barriers.
- **Financial Development Corporations** – Provide loan capital and other financial services to existing and start-up small businesses.
- **California Capital Access Program** – Encourages banks and other financial institutions to make loans to small businesses that have difficulty obtaining financing.
- **Industrial Development Bonds** – Provide financing for the acquisition, construction, rehabilitation, and equipping of manufacturing and processing facilities for private companies.

Step 3 – Choose an Entity Type and Business Name

Your choice of entity type will have an effect on how your business and its participants are taxed; your ability to obtain financing, transfer assets and ownership interests, manage and run the business; and your personal liability. You should consult a private attorney and tax accountant for guidance on determining the best entity type for your situation. Depending on the entity type you choose, it may be necessary to register the entity with the California Secretary of State.

Step 4 – Register Your California Business

- Entities Requiring Registration: Corporations (including nonprofits), Limited Liability Companies (LLC), Limited Partnerships (LP), and Limited Liability Partnerships (LLP).
- Entity that May Register: General Partnerships are not required to register with the Secretary of State.
- Entity Not Requiring Registration: Sole proprietorships

Forms are available on the Secretary of State website (bizfile.sos.ca.gov).

In some circumstances, a business may choose to do business under a name other than the business' legal name, or it may be required to do business under a different name to obtain business licenses and permits. In California, fictitious business names are filed with the county clerk/recorder where the business is located. You should refer to the county's website for information on requirements, forms and fees, as well as California Business and Professions Code sections 17900 through 17930.

Step 5 – Register a Fictitious Business Name (if necessary)

Fictitious business name (or "doing business as"/"DBA") filings in the county where you choose to do business help consumers find the true legal name of the business. Filing for a fictitious business name also allows other businesses and startups to search locally for fictitious business names already in use within a particular county. If your business operates under an unregistered fictitious business name, then you, as the owner, may not be able to enforce the contracts you sign or make any other enforceable agreements on behalf of your business.

Step 6 – Choose a Location and Check Local Zoning Regulations

If you intend to own or lease a building, lease space in someone else's building, operate your business from your home (note: your business address is a public record) or some other location, you should contact the city and county where you intend to conduct your business before finalizing the lease and location plans to ensure you comply with any zoning or permit requirements. Local Community Development Departments can assist with obtaining this information. Also, if you need additional help to determine if your business location is zoned for the type of business you want, you can contact the Governor's Office of Business and Economic Development (GO-Biz) for information related to tailored site selection services for businesses, real estate executives, and site selection consultants.

Step 7 – Obtain Specialty Licenses and Permits

All persons who operate a business or perform services in the City of Garden Grove are required to apply for a Business Operations Tax Certificate in addition to any zoning or other regulatory permits which may be required. (Actually, Business License is a misnomer for Business Tax Certificate.)

What is the purpose of a Business Tax Certificate?

To partially defray ongoing City costs associated with the support and maintenance for public safety services; i.e., Police, Fire, other support services.

Must all Businesses have a License?

Yes, whether they are selling a product, providing a service, or soliciting by phone or in person. The only exceptions, of course,

	are those organizations exempted by the Internal Revenue Service and the Franchise Tax Board.
Where do I start?	<p>Before you go to the Business Tax Division in the City:</p> <ul style="list-style-type: none"> • Determine whether you need a Seller's Permit number. • Determine whether you should file a Fictitious Name Statement. <p>Once these determinations have been made, you may then proceed to your local Business Tax Section.</p>
Who needs a Seller's Permit number?	Anyone who is actively engaged in conducting a business as a seller of tangible property. If you have a Seller's Permit number for one city but want to operate in another city, the address must be changed to reflect the current local business address. If you continue to operate in another city but also want to operate in Garden Grove, you must register both addresses with the State Board of Equalization.
Where can I get a Seller's Permit number?	<p>A Seller's Permit number may be obtained at:</p> <p style="text-align: center;"><u>State Board of Equalization</u> 16715 Von Karman Ave. Irvine, CA 92606 (949) 440-3473</p>
Who needs to file a Fictitious Name Statement?	Anyone who is using other than his/her surname. For example, "John L. Jones Carpets" would not require filing a fictitious name statement. "John's Carpets" would require filing a fictitious name statement.
Where can I do this?	<p>Fictitious Name Filing information is available by calling:</p> <p style="text-align: center;"><u>Orange County Clerk</u> 630 N. Broadway Bldg. 12, Room 106 Santa Ana, California 92701 (714) 834-3005</p>
Why do I have to file a Fictitious Name?	Because the State of California says the public has a right to know with whom they are doing business.
Where can I obtain information about a Business Tax Certificate?	<p>Through the Business Tax Division of your local government. In the case of Garden Grove, call or stop in at:</p> <p style="text-align: center;">City Hall (1st Floor) 11222 Acacia Parkway, (714) 741-5074</p>
Can a Business be operated from a residential home in Garden Grove?	A business may be approved in a residential zone with certain restrictions. Those restrictions would apply to factors not recognized as part of reasonable household use such as: signs, excessive noise, light, odors, dust, vibrations, or storage; or use of flammable substances. To check zoning requirements for a home occupation, call (714) 741-5312.
Is a person who solicits at my door required to have a City Tax Certificate?	Yes, any person who solicits for a donation, sells a service or product, or makes an appointment to demonstrate a product at a later time - is required to have a permit from the City of Garden Grove as well as a business license tax certificate. The permit card

is white in color. It has a picture and identification including the name of the company or organization which is represented.

Some exceptions to the ID Card would be charitable organizations. However, even charitable organizations should have a Permit document which should be presented upon request.

What is a determination letter?

A Determination Letter is a document issued by the Internal Revenue Service which authorizes an organization to operate in a charitable, nonprofit status. It is a permanent part of the organization's files and must be presented to the Business Tax Division if the organization is requesting a no-fee/exempt business tax certificate.

Who needs a State Contractor's License?

All questions on requirements for a State Contractor's license should be referred to the State Contractor's Licensing Board in Santa Ana at (800) 235-6393 or refer to their website: cslb.ca.gov

What about zoning for my business?

Check with the Planning Division, (714) 741-5312, before you decide where you may want to operate. If, for instance, you have chosen a site for your new business but that location is not zoned for the particular type of business you wish to operate.

If you intend to have employees for your business, you must register your business as an employer and obtain a federal Employer Identification Number (EIN). As an employer, there are obligations to consider such as payroll taxes, wage withholding requirements, matching employer withholding requirements, and employee employment eligibility requirements, along with requirements for State Disability (workers' compensation) insurance, unemployment insurance, and equal employment opportunity.

Step 8 – Employer Responsibilities

Additional Resources:

- **Internal Revenue Service (IRS):** irs.gov/businesses/small-businesses-self-employed/employer-id-numbers-eins
- **California Franchise Tax Board (FTB):** <https://www.ftb.ca.gov/file/index.html>
- **California Employment Development Department (EDD):** edd.ca.gov/Payroll_Taxes/Am_I_Required_to_Register_as_an_Employer.htm

There are several agencies that administer a variety of taxes for businesses in California. As a business owner, you will have different tax requirements than you had as an employee. Striking Gold in California (taxes.ca.gov/strikinggoldbus.html) outlines the state tax system for businesses.

Additional Information and Resources:

- **Internal Revenue Service (IRS)** administers all federal taxes except alcohol, tobacco, and customs duties: irs.gov
- **Franchise Tax Board (FTB)** administers two of California's major tax programs essential to our state—Personal Income Tax and Corporation Tax: ftb.ca.gov phone: (800) 852-5711
- **Employment Development Department (EDD)** administers four state payroll taxes— Unemployment Insurance (UI), Employment Training Tax (ETT), State Disability Insurance (SDI), and Personal Income Tax (PIT): edd.ca.gov

Step 9 – Tax Information

Step 10 – Ongoing Registration Requirements

- **California Department of Tax and Fee Administration (CDTFA)** administers more than 30 tax and fee programs that generate revenue essential to our state, including sales & use taxes: cdtfa.ca.gov
- **California Tax Service Center** is a partnership of tax agencies that have joined together to streamline and improve taxpayers resources and educational programs sponsored by the California Fed State Partnership: taxes.ca.gov.

Every Corporation and Limited Liability Company is required to file a Statement of Information with the California Secretary of State within the first 90 days of registering with the California Secretary of State and annually thereafter for California Stock Corporations and Foreign (formed outside of California) Corporations and every two years for California Nonprofit Corporations and all Limited Liability Companies based on the calendar month of the entity's registration date.

For faster processing, the required statement for most Corporations can be filed online (sos.ca.gov/business-programs/bizfile/). Starting in the summer of 2017, Limited Liability Companies will be able to file their Statements of Information online using our secure E-File Statement of Information filing service.

Source: bpd.cdn.sos.ca.gov/bizfile/bizfile-brochure.pdf

X. Conclusion

The Office of Economic Development continues to work diligently with our community partners at the federal, state, and local levels to deliver the most current information to the City's business community affected by COVID-19. Additional information and guidelines specific to SBA resources under the CARES Act are expected to be provided in the coming weeks, and the OED will continue to update the information as they become available. In closing, all Garden Grove businesses are invited to complete an online Covid-19 Business Survey to share how the COVID-19 pandemic is impacting businesses, and what information or support the businesses and employees need.

[COVID-19 Business Survey](https://ggcity.org/coronavirus/business-survey)

ggcity.org/coronavirus/business-survey

XI. Economic Development Contacts

Lisa L. Kim

Assistant City Manager

Community & Economic Development Director

lisak@ggcity.org | (714) 741-5121



Greg J. Blodgett

Manager

Office of Economic Development

greg1@ggcity.org | (714) 741-5124



Monica L. Covarrubias

Sr. Project Manager

Office of Economic Development

monicac@ggcity.org | (714) 741-5788



Grace E. Lee

Sr. Economic Development Specialist

Office of Economic Development

gracel@ggcity.org | (714) 741-5130



VACOC

Catherine Nguyen

Chair

contact@vacoc.com

(657) 204 – 6987



KACCOC

Violet Oh

Executive Coordinator

info@kaccoc.com

(714) 638 – 1440



Garden Grove Chamber

Cindy Spindle

CEO/President

ceo@gardengrovechamber.com

(714) 638 – 7950

