

Joint Communication to Carlsbad Businesses Regarding COVID-19 #19 Sept. 16, 2020

San Diego County remains in the second tier of the state's "Blueprint for a Safer Economy" plan, meaning there has been no status change since many businesses were able to reopen on September 1. For current state guidance on what is able to be open, [click here](#). Below are a few current economic support programs to help our local businesses.

Gift Carlsbad

To help Carlsbad businesses increase revenue after the summer tourism season, the city is happy to sponsor [Gift Carlsbad](#), a shop local program designed to provide further economic stimulus. The Carlsbad Chamber of Commerce, Carlsbad Village Association, and Visit Carlsbad have come together to develop the program, which is already up and running. More than 40 merchants are participating so far, and that number is expected to double.

Any Carlsbad business can participate and joining is easy. Most businesses are able to sign up and set up their account in about 10 minutes. The online marketplace and easy redemption means contactless payment and a quick enrollment process. Sign up at [GiftCarlsbad.com](#) today. [Chamber staff](#) and [CVA staff](#) are available to guide businesses through the signup process.

How it works: Each time a customer buys an eGift Card through the online marketplace, they will receive a bonus eGift Card as well. When a customer buys a \$25 eGift Card, they will receive a bonus \$5 eGift Card. When a customer buys a \$40 eGift Card, they will receive a bonus \$10 eGift Card. The total amount (\$30 or \$50) goes to the merchant. Funds flow to Carlsbad businesses quickly after purchase, meaning relief comes now. Bonus funds and administrative fees are paid for through sponsorship dollars contributed by the Ready Carlsbad Business Alliance and the City of Carlsbad.

Carlsbad Business Loan Program

The Carlsbad Business Loan Program still has funds available. The City of Carlsbad has set aside \$4.4 million to provide economic relief for Carlsbad businesses. There are two loan types for Carlsbad small businesses. The first are small business microloans of between \$5,000 - \$10,000 for businesses with \$2,000,000 or less in gross revenue or 15 or fewer employees. The second are small business recovery loans of between \$10,000 - \$25,000 for businesses with \$3,000,000 or less in gross revenue and 50 or fewer employees. Both loans types include scaled interest rates depending on how quickly the loan can be repaid. Neither loan type is forgivable. [Application here](#).

New State COVID-19 Relief Programs

On September 9, Governor Newsom signed several bills into law meant to provide additional relief to California's small businesses. These include exempting PPP loan funds that are forgiven from state income tax, and accelerating bond funds to advance stimulus programs and jumpstart construction projects across the state. Perhaps most

tangible, one new program will give employers a tax credit for hiring new or laid-off workers. Program details:

- For companies with 100 or fewer employees
- Will give \$1000 tax credit per employee hired by November 30, 2020
- Five year carry-forward to utilize the credit
- Limited to a maximum of \$100,000 per business

To learn more about these and other state programs providing relief, [click here](#).

No Permit Fees for Outdoor Operations

On September 1, the Carlsbad City Council approved a fee holiday for permit fees related to outdoor activation. **Whether temporary or long-term, businesses that wish to use the Right of Way for activation, won't be charged a fee.**

The fee holiday extends through February 28, 2021 or through the end of the COVID-19 emergency declaration, whichever is longer.

Any business that is currently operating or is planning to operate outdoors should apply for the appropriate permit [here](#). The [outdoor activation team](#) is working quickly to get businesses through the process as fast as possible.

Not sure if you have a permit already? Our [outdoor activation team](#) can ensure that you are up to date on any needed permits. Again, there is no fee associated.

The Office of Innovation & Economic Development is here to support your business success in Carlsbad. If you need assistance, please contact us at business@carlsbadca.gov.