SMALL BUSINESS PLAYBOOK

RESOURCE GUIDE FOR REOPENING YOUR BUSINESS
The purpose of this document is to provide Silicon Valley small business owners with access to the latest guidance – at the county and state level – on reopening and safely operating their businesses through the COVID-19 pandemic. This document also serves as a repository of resources – technological, community-based, financial, and otherwise – aimed at supporting business owners through the various steps of reopening.

Please note that the City of San Jose is working on providing a Spanish and Vietnamese translation of this document. While the City will be able to translate the document itself, there are many external resources that may remain untranslated.
Up-to-date Guidance on Health

- Up-to-date Guidance on Health Information from Santa Clara County (includes symptoms, testing, etc.)
  - Santa Clara County Public Health Department
UP-TO-DATE GUIDANCE ON BUSINESS REOPENING

STATE & COUNTY SPECIFIC GUIDANCE

- State of California
- Alameda County
- Santa Clara County
- San Jose Office of Economic Development provides webinars in multiple languages on topics such as getting loans, toolkits for employees, legal resources, etc.
- San Mateo County

EVICITION MORATORIUM INFORMATION

- Alameda County
- Santa Clara County
- San Mateo County
STEPS TO RETHINKING YOUR BUSINESS OPERATIONS

1. Meet Health and Safety Requirements

1. Complete your county’s health requirements for business reopening
   ✓ Alameda County, Santa Clara County, San Mateo County
2. Review CDC and OSHA recommended guidelines for business reopening
3. Procure PPE from local and California-wide suppliers

2. Modify Your Business’s Physical Layout

1. Reconfigure your business’s layout to meet health and safety requirements, using these tips and recommendations or software
2. Procure necessary dividers, barriers, and signs
   ✓ Here are resources online with templates for signs - so you don’t have to make your own: CDC.com, Signs.com, FedEx.com, Plumgroveinc.com
3. Trying to provide your services outside? First, check your county’s latest information to determine outdoor gathering guidelines
   ✓ Alameda County (page 4), Santa Clara County, San Mateo County (San Mateo County follows the state’s guidelines). Check City’s guidelines for specific information about Al Fresco dining.

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### 3. Find Financial Savings

1. Take advantage of discounted resources and offerings for small businesses
2. Explore potential financial support from Wells Fargo’s Open For Business Fund
3. Consider the use of lease negotiation tools to reduce your rent burden
   - Review these tips for negotiating with your landlord
   - To prepare for the negotiation and understand your landlord’s costs estimate their mortgage payment with the total value of the property
4. Secure additional investors and capital through San Jose’s partnership with nextseed.
5. Secure a micro-loan for your business through the Opportunity Fund and learn how to avoid getting scammed

### 4. Adapt Your Business Model (If Needed)

1. Explore ways to expand into new business offerings
2. Revise your pricing appropriately
3. Get help from free or low-cost small business advisors
   - MBAs Fight Covid-19 - Free consulting from MBA students
   - Alignable - A community of small business owners nationwide
   - Score - Free mentoring offered by the U.S. Small Business Administration
   - SBDC - Free advising and low cost workshops and business trainings
   - BusinessOwnerSpace.com - Local resource to support launching and growing your business
   - Minority Business Development Agency provides access to capital and financial management, contracts, and markets
STEPS TO RETHINKING YOUR BUSINESS OPERATIONS

5. Manage Employees

1. Revise or stagger **employee shifts** to meet business occupancy guidelines
2. Create a formal **remote work policy**, if applicable
3. Procure the right technology to manage **communication** with your employees

6. Protect Your Business Legally

1. Determine obligations to provide paid or unpaid leave as a result of COVID-19
   ✓ Familiarize yourself with [San Jose paid sick leave policies](#)
   ✓ Familiarize yourself with [California’s paid leave policies](#)
   ✓ Familiarize yourself with paid leave under the federal [Families First Coronavirus Response Act (FFCRA)](#)
   ✓ [Law Foundation of Silicon Valley](#) is a local resource to help you with legal matters
   ✓ Get free legal help through [Start Small Think Big](#)
2. Examine **policies** for reducing employee work hours or conducting terminations
3. Research the **effectiveness** of administering **waivers** to customers or employees to limit liability for COVID-19 contraction
   ✓ Review [these examples](#) of waiver language you could use

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STEPS TO RETHINKING YOUR BUSINESS OPERATIONS

7. Establish and Improve Your Online Presence

1. Create a Presence
   ✓ Decide on your online goals. Do you want to provide information? Book customers? Sell services and products?
   ✓ Pick the right forum. Is the best way to accomplish these goals with a social media presence? A partnership with a delivery app? A website?
   ✓ Upload the content you will need for the website / social media, including pictures of your goods and services, descriptions of your items, etc.
   ✓ Build your own website with one of these free tools!

2. Improve your Presence
   ✓ Popularize your online presence by submitting your business info to Google, Bing, Yelp, and YellowPages
   ✓ Learn about SEO to help your business stand out online with keywords
   ✓ Explore paid advertising, like through Facebook or local influencers!
   ✓ Understand and improve your online presence by tracking your customer funnel, using Google Analytics, or scoring your SEO

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