

SMALL BUSINESS PLAYBOOK

RESOURCE GUIDE FOR REOPENING YOUR BUSINESS



PURPOSE

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

EVICTION 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 AI Fresco dining.

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STEPS TO RETHINKING YOUR BUSINESS OPERATIONS

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

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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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