



# COVID-19 RESOURCES

## Small Business Resources

*Updated: 5.7.2020*

COVID-19 has made it tough for small businesses to continue operations, leaving businesses looking for answers so they can keep their employees on the payroll and their doors open. MAC has assembled a multitude of resources that businesses can use to help bridge the gap financially or find much needed resources.

This information will be updated regularly as more resources become available for small businesses.

### Atlanta Wealth Building Initiative Small Business Grants

**Excerpt:** To combat risks and offer financial stability to small businesses in Southwest, Southeast and Northwest Atlanta, a COVID-19 Small Business Relief Fund will be offered to qualifying businesses. Grants ranging from \$2,500 - \$25,000 will be awarded to cover employee salaries, rent, supplier expenses and technical assistance for up to three months.

#### Links:

[Atlanta Wealth Building Initiative - Small Business Grants](#)

### Small Business Administration (SBA) Economic Injury Disaster Loans

**Excerpt:** Loans are available for small businesses and nonprofit organizations. While terms will be established on a case-by-case basis, many will have a 30-year repayment term with first payments not due for up to 12 months. Businesses should expect to provide a tax transcript, financial statements, and a profit and loss statement. Interest rates will range from 2.75% to 3.75%.

#### Links:

[SBA Economic Injury Disaster Loan Information](#)  
[SBA Economic Injury Disaster Loan Application](#)

### Small Business Administration (SBA) Paycheck Protection Program

**Excerpt:** The Paycheck Protection Program is a loan designed to provide a direct incentive for small businesses to keep their workers on the payroll. SBA will forgive loans if all employees are kept on the payroll for eight weeks and the money is used for payroll, rent, mortgage interest, or utilities. The Paycheck Protection Program will be available through June 30, 2020.

#### Links:

[SBA Paycheck Protection Program Information](#)  
[SBA Paycheck Protection Program Application](#)

### U.S. Chamber Small Business Loans Guide

**Excerpt:** The Coronavirus Aid, Relief, and Economic Security (CARES) Act allocated \$350 billion to help small businesses keep workers employed amid the pandemic and economic downturn. Known as the Paycheck Protection Program, the initiative provides 100% federally guaranteed loans to small businesses. Importantly, these loans may be forgiven if borrowers maintain their payrolls during the crisis or restore their payrolls afterward. The administration soon will release more details including the list of lenders offering loans under the program. In the meantime, the U.S. Chamber of Commerce has issued this guide to help small businesses and self-employed individuals prepare to file for a loan.

**Links:**

[U.S. Chamber Small Business Loan Guide](#)

### **The University of Georgia - Small Business Development Centers**

**Excerpt:** UGA Small Business Development Centers across the state are open and available to assist small businesses impacted by current circumstances. Virtual consulting and online resources are available. The University of Georgia SBDC at Kennesaw State University addresses any concerns companies may have about their business including cash flow, payroll, marketing and the effect of the COVID-19 outbreak on their business. They also provide up-to-date information on the SBA Economic Injury Disaster Loan Program.

**Link:**

[UGA Small Business Development Centers](#)  
[UGA Small Business Development Center Recorded Webinar](#)

### **NFIB – Small Business Resources**

**Excerpt:** As small businesses across the country are grappling with the current and potential impacts associated with COVID-19, NFIB is continuing to track the latest developments from healthcare officials, the U.S. Congress and the administration. On this page, you will find up-to-date resources from NFIB and outside organizations. Throughout this time, NFIB will continue to offer webinars, legislative monitoring, and additional resources.

**Link:**

[NFIB – Small Business Resources](#)

### **DeKalb County - WorkSource DeKalb Funding**

**Excerpt:** WorkSource DeKalb will be utilizing \$1.3 million to assist DeKalb workers dislocated from their jobs due to the COVID-19 pandemic.

**Link:**

[WorkSource DeKalb Unemployment Application](#)

### **Google - Resources for Small Business**

**Excerpt:** As communities throughout the world respond to COVID-19, we know that this time presents unique challenges for businesses. Here are some tips and recommendations from Google to help navigate this time for employees and customers.

**Link:**

[Google Small Business Resources](#)

### **Google - \$340 Million in Ad Credits**

**Excerpt:** Google wants to help alleviate some of the cost for small and medium-sized businesses (SMBs) to stay in touch with their customers during this challenging time. Google is giving SMBs worldwide \$340 million in ad credits, which can be used at any point until the end of 2020 across our Google Ads platforms. SMBs who have been active advertisers since the beginning of 2019 will see a credit notification appear in their Google Ads account in the coming months. This is part of a larger commitment from Google to support SMBs, health organizations and governments, and health workers on the frontline of this global pandemic.

**Link:**

[Google Ad Credits](#)

### **Hello Alice – Small Business Grant Program**

**Excerpt:** Hello Alice is offering \$10,000 grants for immediate distribution to small business owners impacted by COVID-19, as part of a broader mission to ensure “Business for All.” In addition to funding, grant recipients will also receive ongoing support from the Hello Alice community.

**Link:**

[Hello Alice Grant Program](#)

### **JPMorgan Chase - \$100 Million in Small Business Grants**

**Excerpt:** Funds will support communities and people hit hardest by this public health crisis through an initial \$15 million commitment, including \$5 million to provide immediate healthcare, food and other humanitarian relief globally; \$2 million to existing nonprofit partners around the world that are responding to the COVID-19 crisis in their communities; \$8 million to assist small businesses vulnerable to significant economic hardships in the U.S., China and Europe.

The remaining \$35 million will be deployed overtime to help the most vulnerable communities and people recover from the crisis and have an opportunity to benefit from future economic growth. The firm will lean into its core areas of expertise including financial health, jobs and skills, small business growth and neighborhood development and apply lessons learned from initiatives like AdvancingCities.

**Link:**

[JPMorgan Chase Loans](#)

### **Local Initiatives Support Corporation (LISC) – Small Business Recovery Grant**

**Excerpt:** LISC and Verizon are partnering to provide grants of up to \$10,000 to businesses and nonprofits facing immediate financial pressure because of COVID-19 -- especially entrepreneurs of color, women-owned businesses and other enterprises in historically underserved communities who don't have access to flexible, affordable capital. The grant can be used for paying rent and utilities, meeting payroll, paying outstanding debt to vendors, and other immediate operational costs.

**\*\*\* Applications for round 2 are now closed. The next round will open on May 14. \*\*\***

**Link:**

[LISC Small Business Recovery Grant Application](#)

### **Mailchimp – Small Business Resources**

**Excerpt:** COVID-19 is affecting small businesses around the world, and we know that many of our customers are facing a period of uncertainty. At Mailchimp, we're thinking about how we can help small businesses as this situation evolves. While we don't have all the answers, we'll use this page to share accurate, relevant, and timely resources to help you through the days ahead. We're all in this together.

**Link:**

## [Mailchimp – Small Business Resources](#)

### **Mailchimp – Free Custom Domains for 5 Years**

**Excerpt:** Mailchimp is helping small businesses build online presences during the COVID-19 crisis with custom domains, cost-free, for five years along with Mailchimp's free website builder until May 31, 2020.

**Link:**

<https://mailchimp.com/features/domains/>

### **Salesforce - Small Business Grants**

**Excerpt:** Salesforce will be offering Salesforce Care Small Business Grants of \$10,000 helping keep businesses afloat. These grants will support small businesses as they work to replenish materials, pay salaries and adapt business models in these challenging times. The grant application will be available to U.S. businesses in mid-April and additional details on financial support to international small businesses will be provided in the near future, for a total financial commitment of \$5 million.

**Link:**

[Salesforce Care Small Business Grants](#)

### **Score - 11 Options for Businesses to Consider during Coronavirus**

**Excerpt:** Coronavirus is having a significant impact on many small businesses already, and no one knows how long or how hard the economy will be affected. If you are having trouble paying your bills due to a slowdown in revenues or higher than usual expenses related to COVID-19, here are 11 options to consider if your business can't pay its bills due to coronavirus.

**Link:**

[11 Options for Businesses to Consider during Coronavirus](#)

### **Sharecare – COVID-19 Chatbot Screener**

**Excerpt:** As the novel coronavirus tightens its grip on the globe, you can provide a valuable tool for your community to help them monitor their symptoms and risk around COVID-19. Sharecare's COVID-19 chatbot screener is now available for you to integrate on your website to help even more people understand the likelihood that their symptoms are caused by the novel coronavirus, take appropriate actions to get care, and "flatten the curve."

**Link:**

[Sharecare – COVID-19 Chatbot Screener](#)

### **Slalom – COVID-19 Economic Outlook Briefing**

**Excerpt:** Let's have a conversation, grounded in data and analytics, about the economic impact of COVID-19. Matt Lasov, Slalom strategy practice leader, has contributed his economic viewpoints on CNBC, WSJ, MarketWatch, FT, BBC and other leading media. We invite you to a discussion with Matt about the data and economic outlook.

**Link:**

[Slalom – Economic Outlook Briefing](#)

### **Verizon– Small Business Recovery Fund**

**Excerpt:** Small businesses across the country are confronting extreme economic challenges as a result of the COVID-19 pandemic. Financial support at this critical time can make the difference between staying in business or closing permanently, leading to lost income, jobs and economic stability. Thanks to

a \$2.5 million investment from Verizon, we are offering grants to help small businesses fill urgent financial gaps until they can resume normal operations or until other more permanent financing becomes available.

**\*\*\* Applications for round 2 are now closed. The next round will open on May 14. \*\*\***

**Link:**

[Verizon – Small Business Recovery Fund](#)