Resources to Successfully Reopen Your Business
THE NYC DEPARTMENT OF SMALL BUSINESS SERVICES (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.
Our NYC Business Solutions Centers can connect you to the resources you need to start, operate, or grow your business.
State requirements are rapidly changing and businesses are responsible for staying up to date and in compliance. SBS is here to help.

- **Business**
  - nyc.gov/business

- **State Website**
  - forward.ny.gov

- **General Updates**
  - Text COVID to 692-692

- **Health**
  - nyc.gov/coronavirus
Beginning **August 17**: Businesses who provide **INDOOR entertainment, dining, or fitness** are required to check the vaccination status of staff and customers 12+ and only allow vaccinated (at least one dose) individuals to enter indoors.

Enforcement will begin week of **September 13, 2021**. Penalties start at $1,000 and can reach $5,000 for repeated violators.

Outreach teams are going door-to-door in neighborhoods across the City to educate business owners about Key to NYC.

**Businesses include:**

- **Dining**: Restaurants, catering halls, event spaces, hotel banquet rooms, bars, nightclubs, cafeterias, grocery stores with indoor dining, coffee shops, and fast food or quick service with INDOOR dining.

- **Fitness**: Gyms, fitness centers, fitness classes, pools, indoor studios and dance studios.

- **Entertainment**: movie theaters, music and concert venues, museums and galleries, aquariums and zoos, professional sports arenas, indoor stadiums, convention centers, exhibition halls, performing arts theaters, bowling alleys, arcades, pool and billiard halls, recreational game centers, adult entertainment, and indoor play areas.
Key to NYC Requirements for Indoor Dining, Fitness, and Entertainment

- Check vaccine status of employees & customers 12+. Entry only to those with at least one dose.

- Place the Key to NYC sign in a clearly visible place where patrons can see it before they come in. Download copies at nyc.gov/KeyToNYC or call 311.

- Check ID of anyone appearing to be 18+ years of age at the same time you check proof of vaccination for entrance to an indoor space.

- Have a written plan describing how you will check proof of vaccination for staff and patrons. The record must be on site and available for inspection.

- Know the valid proofs of vaccination (NYC COVID Safe App, NY State Excelsior Pass, CDC card, or other official documents).
Key to NYC Reasonable Accommodations

CUSTOMERS

- If a customer is unable to show proof of vaccination due to a disability, you must engage with them in a cooperative dialogue to see if a reasonable accommodation is possible.

- Reasonable accommodations can take many forms (e.g. customers could purchase food to take out, join a virtual class, or speak with a representative by phone).

EMPLOYEES

- Employers must provide reasonable accommodations for disability, pregnancy, religious belief, or status as a victim of domestic violence, stalking, or sex offenses.

- If an employee requests an exception for one of the reasons listed above, you must engage with them in a cooperative dialogue to see if a reasonable accommodation is possible.

- Reasonable accommodations can take many forms (e.g. work remotely, perform job duties outside or isolated from other employees or customers, take a leave of absence).

NOTE:

You do not have to provide a reasonable accommodation if it would cause a direct threat to other customers or employees of your business or impose an undue hardship on your business.
New York City requires **you** to be vaccinated against COVID-19 to enter this business

Those 12 years of age and older **must** show proof of COVID-19 vaccination

To find out where to get a free COVID-19 vaccine visit [nyc.gov/vaccinefinder](http://nyc.gov/vaccinefinder) or call **877-VAX-4NYC** (877-829-4692)

For more information, please visit [nyc.gov/keytoNYC](http://nyc.gov/keytoNYC)

You have a right to be free from discrimination or harassment from businesses such as gyms and restaurants. Contact the NYC Commission on Human Rights at [nyc.gov/HumanRights](http://nyc.gov/HumanRights).

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**WEBSITE**
All resources listed below are available at [nyc.gov/KeyToNYC](http://nyc.gov/KeyToNYC)

**SIGNS**
businesses must print and display

**FAQ**
answering the most common business questions

**HOTLINE**
through the NYC Department of Small Business Services for small businesses to call: **(888) SBS-4NYC**

**REPORT A FAKE RECORD:**
Call 311 or 833-VAX-SCAM or email STOPVAXFRAUD@health.ny.gov

**DISCRIMINATION:**
Contact the NYC Commission on Human Rights at [nyc.gov/HumanRights](http://nyc.gov/HumanRights) or via 311
STATE GUIDELINES are currently optional, and at the discretion of the business owner.

PHYSICAL DISTANCING

PERSONAL PROTECTIVE EQUIPMENT (PPE)

CLEANING + HYGIENE

HEALTH SCREENINGS

COMMUNICATIONS

TIP:

Unvaccinated individuals continue to be responsible for wearing masks, in accordance with federal CDC guidance.
Requirements for Food and Beverage Establishments

- As of June 24, the State Disaster Emergency (Executive Order 24) has ended.
- Sales of alcohol to-go is no longer allowed and must be resumed as they exist under the law.
- Beginning July 19, the NYC Department of Health and Mental Hygiene will resume full inspections, including issuing letter grades and summonses subject to fines.
- NY State Legislature repealed the order requiring food sales with the purchase of alcoholic beverages at restaurants and bars.

- NYC indoor dining is allowed at 100% capacity, subject to adherence to NYS Department of Health guidance.
- Midnight curfew on indoor dining was lifted. NOTE: Midnight closing for Open Restaurants roadway and sidewalk seating remains in effect.
- As of July 7th, restaurants serving alcohol outdoors under Open Restaurants must file with the SLA by October 5.
- SLA-licensed establishments should visit the State Liquor Authority website for additional guidance.
NYC Open Restaurants Program Allows for Year-Round Outdoor Dining

This citywide multi-phase program expands outdoor seating options for food establishments to promote open space, enhance physical distancing, and help rebound in these difficult economic times.

Learn more and apply to place outdoor seating on the sidewalk and/or roadway outside your bar or restaurant at:

nyc.gov/openrestaurants
There are many resources available to help you reopen.

- REOPENING HOTLINE, CONSULTATIONS, & WEBINARS
- PPE SUPPLIER DIRECTORY
- FINANCIAL ASSISTANCE
- COMMERCIAL LEASE ASSISTANCE
- ONLINE BUSINESS EDUCATION COURSES
- EMPLOYEE SUPPORT
- BUSINESS MENTORSHIP
- ADAPTATION PLAYBOOK

**TIP:**
Visit [nyc.gov/business](http://nyc.gov/business) to learn more and register.
Business owners are assigned one point of contact to help cut the red tape as they open or reopen their business. Consultants will NOT issue violations or fines and can help prevent them in the future.

Eligible businesses include store fronts in the following industries:

- **Food Services** (Cafes, Bars, Restaurants, Delis, Bodegas)
- **Retail** (Supermarket, Clothing, Electronics, etc.)
- **Personal Care** (Nail Salons, Hair Salons, Daycare Centers, Gyms, Fitness Centers)

Call **888-SBS-4NYC** or visit [nyc.gov/quickstart](http://nyc.gov/quickstart) to sign up for a consultation.

**DID YOU KNOW?**
NYC Quick Start consultants can help cut the processing time for key licenses, permits, and other requirements by 50%? This means your doors open faster!
Loans and grants are available through government, philanthropic, private, and non-profit organizations.

- **Pandemic Small Business Recovery Grant**: Grants up to $50K to help with COVID-19 related losses or expenses. Priority to socially/economically disadvantaged businesses.

- **New York Forward Loan Fund**: NYS low-interest loan up to $100K to help with reopening costs.

- **LMI Storefront Loan**: 0% interest loan up to $100K to help storefront businesses in low to moderate income areas.

- ...And much more!

Call 311 or visit [nyc.gov/financingassistance](http://nyc.gov/financingassistance) to contact representatives who can discuss your options and how to apply.

**DID YOU KNOW?**

If you are a minority or woman-owned business denied for the Paycheck Protection Program or the Economic Injury Disaster Loan, you may have an increased chance at accessing the New York Forward Loan Fund.
### Hebrew Free Loan Society
Offers **two loan types** for small businesses located in five boroughs

*Learn more:* [https://hfls.org/loan-programs/coronavirusfinancialimpactloan/](https://hfls.org/loan-programs/coronavirusfinancialimpactloan/)

### Kiva Crowdfunding
0% interest loans up to $15K

*Apply here:* [kivaushub.org/application](kivaushub.org/application)

### Renaissance
Up to $100K at 4-8% fixed interest for existing businesses or new ventures to use on working capital, furniture fixture, marketing, payroll, etc.

*Contact for more info:* [info@renaissance-ny.org](mailto:info@renaissance-ny.org)

### TruFund
Offers small business lending to New York State businesses

*Learn more here:* [trufund.org](trufund.org)

### Columbia-Harlem Small Business Development Center
Loan up for $50K for storefront businesses located above 96th Street in Manhattan

*Request an appointment:* [www8.gsb.columbia.edu/sbdc/counseling/make-appointment](www8.gsb.columbia.edu/sbdc/counseling/make-appointment)

### EXCELebrate Loan Program
Zero and low-interest loans to Black, Immigrant, and other Persons of Color.

*Apply here:* [https://www.brooklyncranchamber.com/services/financing/](https://www.brooklyncranchamber.com/services/financing/)
COMMERCIAL LEASE ASSISTANCE

Free legal consultations and online business courses can help advise on:

- Signing a new lease
- Amending, renewing, or terminating an existing commercial lease
- Addressing another commercial lease-related issue

Call 311 or visit nyc.gov/commlease to request assistance with your commercial lease.

DID YOU KNOW?

Based on your current position and situation, identify and understand what exactly you and your business needs from your landlord in order to recover. Be open and honest about your situation during COVID-19. Specifically, outline how your business is being impacted by the pandemic.
Courses to Help Businesses Adapt + Excel

The world is increasingly shifting online, and a virtual business presence is more important than ever. Learn how to prepare and adapt your business with a variety of available online business courses, including:

- Building Your Own Business Website
- Search Engine Optimization
- Branding Strategies to Increase Sales and Compete
- Creating Content Your Customers Value

For a full list of course offerings, and to register, visit: nycsmallbizcourses.eventbrite.com

DID YOU KNOW?
93% of people buying something online use a search engine like Google, and 92% of their clicks go to the first page that appears. Optimizing your website for search engines is essential.
THE NEW NORMAL: ADAPTING YOUR BUSINESS

Playbook + workshop series to help recover and adapt

Designed separately for in-person and remote businesses, this programming helps operating or previously operating business owners adapt and look beyond short-term recovery through the following topics:

- **Respond:** Keep your customers, employees, and communities protected
- **Recover:** Recover, learn, and emerge stronger
- **Thrive:** Prepare for success in the “next” normal

To access the playbook and sign up for a workshop series visit: [nyc.gov/adaptmybiz](http://nyc.gov/adaptmybiz)

DID YOU KNOW?

Between 35- 40% of small businesses don’t have a website – starting your digital journey can help you differentiate your business!
Industry experts who can help you start or grow your business.

Mentors are available to help Black entrepreneurs, Minority and Women-Owned businesses, and storefront businesses located in underserved neighborhoods to start, adapt, or grow.

- **Small Business Mentors NYC**: Helps existing storefront business owners recover and grow.
- **BE NYC Mentors**: For Black entrepreneurs in the pre-startup and early stages of business, with a focus on high-growth industries.
- **M/WBE Mentors**: Helps M/WBEs further build their professional networks and expand their access to resources and contracting opportunities.

To learn more and register visit [nyc.gov/businessmentors](http://nyc.gov/businessmentors) or call 311.
EMPLOYEE SUPPORT

Protect your employees by knowing and complying with requirements and sharing resources:

- **Safe and Sick Leave**
  Employers must provide safe and sick leave that employees can use for care of themselves or a family member.
  Call 311 or visit nyc.gov/paidseekleave for more information.

- **Quarantine Job Protection**
  Guarantees job protection and pay for NYers who have been quarantined as a result of COVID-19.
  Read more here.

- **Mental Health**
  Emotional reactions to stress are normal. If you/your staff are feeling stressed or anxious, contact NYC Well at 888-NYCWELL or text WELL to 65173.

- **Discrimination and Harassment**
  If you/your staff has been harassed due to race, nation of origin, or other identities, report to the NYC Commission on Human Rights by calling 311 or 718-722-3131.

- **NYC Cares Healthcare Plan**
  Low-cost and no-cost health care services for NYers unable to afford or ineligible for health insurance. For more information, visit nyccare.nyc.

- **Shared Work Program**
  Allows workers to work a reduced schedule and collect partial Unemployment for up to 26 weeks.
  Learn more: labor.ny.gov/ui/employerinfo/shared-work-program.shtm.

- **Employee Training**

- **Workforce1 Career Centers**
  Remote services are available to learn about and apply to current employment and training opportunities at nyc.gov/getwork.
Search our online directory of suppliers to find face coverings or other non-medical PPE like hand sanitizer, gloves, plastic protective barriers, office furniture, etc.

Visit [nyc.gov/business](http://nyc.gov/business) to review the list of PPE suppliers.

DID YOU KNOW?
If a customer refuses to follow rules about face coverings and physical distancing, you may ask the person to leave. If it’s due to a disability, you must discuss a reasonable accommodation.
QUESTIONS?

HOTLINE:
888-SBS-4NYC
(888-727-4692)

EMAIL:
covid19biz@sbs.nyc.gov