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.

**Business Courses**
Develop your business plan and get guidance on the right strategy for your business.

**Legal Assistance**
Access our network of pro bono attorneys who can answer all of your legal questions.

**Financing Assistance**
Secure the financing you need.

**Incentives**
Save money and maintain a competitive edge with government incentives.

**Navigating Government**
Cut through the red tape. We’ll connect you with the right government agencies.

**Recruitment**
Hire talented staff to open a new location or expand your existing business.

**Training**
Give your employees the skills they need to take your business to the next level.

**Selling to Government**
Learn what it takes to become a government contractor.

**M/WBE Certification**
Get certified to compete on government contracts and access exclusive programs designed to help small businesses grow.
State requirements are rapidly changing and businesses are responsible for staying up to date and in compliance. SBS is here to help.

**Rapidly changing information related to COVID-19**

- **BUSINESS**
  - nyc.gov/business

- **STATE WEBSITE**
  - forward.ny.gov

- **GENERAL UPDATES**
  - Text COVID to 692-692

- **HEALTH**
  - nyc.gov/coronavirus
As of March 7, businesses no longer need to check customers’ proof of vaccination for indoor activities.

Businesses are allowed to impose their own vaccine or mask requirements, subject to the same guidance that existed under Key to NYC.

Employees still need to be vaccinated, with the same rules that were in place before.

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, 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.
Vaccination Requirement for Workplaces Remains in Effect

- Businesses must verify and keep a record of each worker’s proof of vaccination.

- A workplace is considered any location — including a vehicle — where you work in the presence of at least one other person.

- All businesses (including those previously covered under Key to NYC) must complete the certificate affirming they are in compliance and post it in a public place. You can print a copy from nyc.gov/vaxtowork

- Resources are available at nyc.gov/vaxtowork or call the SBS Hotline at 888-SBS-4NYC
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, take a leave of absence, and newly added - weekly testing and masks at all times except when eating or drinking).

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.
STATE GUIDELINES are currently optional, and at the discretion of the business owner.

- Physical Distancing
- Personal Protective Equipment (PPE)
- Cleaning + Hygiene
- Health Screenings
- Communications
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.

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
RESOURCES

There are many resources available to help you reopen

- 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 to learn more and register.
Loans and grants are available through government, philanthropic, private, and non-profit organizations.

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

- **Hebrew Free Loan Society**: Two loan types for small businesses located in five boroughs.

- **Kiva Crowdfunding**: 0% interest loans up to $15K.

- **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.

- **TruFund**: Small business lending to New York State businesses

- **...And much more!**

Call 888-SBS-4NYC or visit [nyc.gov/financingassistance](http://nyc.gov/financingassistance) to contact representatives who can discuss your options and how to apply.
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 storefronts 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!
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](http://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 to help recover and adapt

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, 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](http://digitaljourney.com) 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.

### DID YOU KNOW?
The mentors participating in Small Business Mentors NYC successfully adapted their business to grow during COVID-19. See how they can help!
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/paid-sick-leave](http://nyc.gov/paid-sick-leave) 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/staff are feeling stressed or anxious, contact NYC Well at 888-NYCWELL or text WELL to 65173.

- **Discrimination and Harassment**
  If you/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 Care Health Care Plan**
  Low-cost and no-cost health care services for New Yorkers unable to afford or ineligible for health insurance. For more information, visit [nyccare.nyc](http://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/employerinfo/shared-work-program.shtm](http://labor.ny.gov/employerinfo/shared-work-program.shtm).

- **Training for Your Employees**

- **Workforce1 Career Centers**
  Remote services are available to learn about and apply to current employment and training opportunities at [nyc.gov/getwork](http://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