

April 6, 2020

# COVID-19

Information and Resources for  
Small Businesses

Otero County Economic Development Council, Inc. Information and Resource Guide

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## We Are "Open for Business"

The Otero County Economic Development Council, Inc. is "Open for Business," carefully navigating the uncertainty surrounding COVID-19, and working to answer the many questions in the business community. The situation is very fluid, as we all know. There are some resources available now and additional resources that are being planned. The goal of this guide is to help you get valuable information and connect you with resources for your business. Our team will continue to update you as new information and resources become available.

We understand that each individual and business is different – and we're here to help. If you have a question, want to share information about your company's situation, and/or are in need of resources, please contact us by phone: (575) 439-3688 or [l.anderson@ocedc.com](mailto:l.anderson@ocedc.com) or [m.steeby@ocedc.com](mailto:m.steeby@ocedc.com).



## Governor Michelle Lujan-Grisham Declares All Nonessential Businesses Stop Operating

State enacts Stay-at-Home Order: On Monday, March 23rd, an Order was signed for the State of New Mexico that stated all nonessential businesses must stop operating and work from home. An extension has been put in place until April 30, 2020

Click here for a breakdown of what this order may mean for you.

<https://cv.nmhealth.org/2020/04/06/stay-at-home-order-extended/>

**Stay-at-Home FAQs:** <https://cv.nmhealth.org/stay-at-home-faqs/>

# CARES Act - March 31, 2020

On March 31, 2020, Congress passed the Coronavirus Aid, Relief and Economic Security CARES Act. This act was passed to help small business owners across the country. The U.S. Senate Committee on Small Business & Entrepreneurship has created a resource guide to help you navigate funding and support options. Please click here to access the guide: <https://ocedc.com/wp-content/uploads/2020/03/small-business-owner-s-guide-to-the-cares-act-final-.pdf>

## CARES Act FAQs

[https://gonm.biz/uploads/documents/CARES\\_Act\\_FAQ.pdf?iframe=true](https://gonm.biz/uploads/documents/CARES_Act_FAQ.pdf?iframe=true)

### Paycheck Protection Program

- Loan was designed to provide a direct incentive for small businesses to keep their workers on the payroll.
- It is a temporarily expansion of the traditional SBA 7(a) loan guarantee program that will be available through June 30, 2020
- SBA will forgive PPP loans, if all employees are kept on the payroll for eight weeks and the money is used for payroll, rent, mortgage, interest or utilities
- You will be able to apply through any existing SBA 7(a) lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating. Other regulated lenders will be available to make these loans once approved and enrolled in the program ***(Please note that PPP lenders and final rule lender guidance is still a work in progress, as of 4/3/20)***
- Lenders may begin processing loan applications as soon as April 3, 2020
- This loan is for any small business with less than 500 employees (including sole proprietorships, independent contractors and self-employed persons), private non-profit organization or 501(c)(19) veterans organizations affected by coronavirus/COVID-19
- Businesses in certain industries may have more than 500 employees, if they meet the SBA's size standards for those industries
- Small businesses in the hospitality and food industry with more than one location could also be eligible, if their individual locations employ less than 500 workers.
- If you wish to begin preparing your application, you can download a copy of the PPP borrower application form from the SBA.gov website to see the information that will be requested from you when you apply with a lender.
- The loan will be fully forgiven, if the funds are used for payroll costs, interest on mortgages, rent and utilities *(due to likely high subscription, at least 75% of the forgiven amount must have been used for payroll)*
- Loan payments will also be deferred for six months
- No collateral or personal guarantees are required
- Neither the government, nor lenders will charge small businesses any fees
- Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels. Forgiveness will be reduced, if the full-time headcount declines, or if salaries and wages decrease
- This loan has a maturity of 2 years and an interest rate of 1%

To learn more information about the Payment Protection Program, visit: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program-ppp>

## SBA Express Bridge Loans

The Express Bridge Loan Pilot Program allows small businesses, who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly

Fast turnaround

Will be repaid in full or in part by proceeds from the Economic Injury Disaster Loan

To learn more about the Express Bridge Loans, visit: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-express-bridge-loans>

## SBA Debt Relief

The SBA will automatically pay the principal, interest, and fees of current 7(a) loans for a period of six months

The SBA will also automatically pay the principal, interest, and fees of new 7(a) loans issued prior to September 27, 2020

To learn more about Debt Relief, visit: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-debt-relief>

## Economic Injury Disaster Loan Advance

Economic Injury Disaster Loan advance of up to \$10,000 to businesses currently experiencing temporary loss of revenue due to COVID-19

Businesses in all US states, Washington DC, and territories are eligible to apply

Will be made available within three days of a successful application (April 11, 2020)

This loan advance will not have to be repaid

Payments deferred for 12 months

Any small business with less than 500 employees (including sole proprietorships, independent contractors and self-employed persons), private non-profit organization or 501(c)(19) veterans organizations affected by coronavirus/COVID-19

Certain industries may have more than 500 employees, if they meet the SBA's size standards for those industries

Funds will be made available within three days of a successful application, and this loan will not have to be repaid. Lenders may begin processing loan applications as soon as April 3, 2020

To learn more information about the Economic Injury Disaster Loan Advance, visit: <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/economic-injury-disaster-loan-emergency-advance>

## COVID-19 Economic Injury Disaster Loans (EIDL)

Eligible entities may qualify for up to \$2 million

Interest rates for the COVID-19 EIDL are 3.75% for small businesses and 2.75% for non-profit organizations

COVID-19 EIDL provides repayment terms up to 30 years

COVID-19 EIDL payments are deferred for the first 12 months

COVID-19 EIDL may be used for:

Working Capital

To pay fixed debts

Payroll

Accounts payable

Bills that could have been paid had the disaster not occurred

These loans are not intended to replace lost sales or profits or for expansion

## Avoid Scams and Fraud Schemes

If you are contacted by someone promising to get approval of an SBA loan, but requires any payment up front or offers a high interest bridge loan in the interim, suspect fraud.

### Phishing

- If you are in the process of applying for an SBA loan and receive email correspondence asking for personally identifiable information (PII), ensure that the reference application number is consistent with the actual application number
- Look out for phishing attacks/scams utilizing the SBA logo. These may be attempts to obtain your PII, to obtain personal banking access, or to install ransomware/malware on your computer
- Any email communication from SBA will come from accounts ending with sba.gov
- The presence of an SBA logo on a webpage does not guaranty the information is accurate or endorsed by SBA. Please cross-reference any information you receive with information available at [www.sba.gov](http://www.sba.gov)

**Beware of any email, etc. ending in 'sba.help'**

## Getting Assistance

New Mexico SBDC (Small Business Development Center)

No cost, one-on-one business counseling via phone, web conferencing, or email

No cost, live webinar trainings on SBA loan programs and important COVID-19 related small business challenges (starting 4/6/2020)

To register for counseling or training visit: [www.NMSBDC.org](http://www.NMSBDC.org)

# New Mexico Department of Workforce Solutions

## Employees laid off or hours reduced due to Covid-19

- Employees can apply for unemployment at <https://www.jobs.state.nm.us/vosnet/Default.aspx>
- Waiving work search requirements for unemployment benefits
- There is a week long waiting period from time of application to when benefits are received
- Maximum payment of \$461 per week

## Employer Layoff Avoidance

Employers, such as restaurants, should try to reduce hours for employees rather than laying off. Employee's reduced wages can then be supplemented by unemployment benefits.

Follow an easy step-by-step guide on setting up your new account and how to apply for Unemployment Insurance benefits at [www.YouTube.com/NMDWS](http://www.YouTube.com/NMDWS)

## Paid Sick Leave – From Phase 2 Bill

- Employers with less than 500 employees are required to provide 10 days of paid sick leave, if leave is related to COVID-19
- Sick leave can be taken when ill, quarantined due to exposure, to take care of a sick or quarantined family member, or to take care of a child during school closure
- Leave is paid at regular rate with a maximum of \$511 per day, if taking care of self; paid at 2/3 rate with maximum of \$200 per day, if caring for a family member
- Payment up to the maximum is reimbursed by the federal government
- Leave is in addition to any other leave an employer already provides
- Businesses with less than 50 employees may be exempt from providing leave related to caring for a child whose school or daycare is closed, if providing leave threatens the viability of the business
- Paid sick leave is not available, if an employee can telework

## Paid FMLA Leave – From Phase 2 Bill

- Employers with less than 500 employees are required to provide up to 10 weeks of paid leave, if an employee needs to take care of a child due to a school or child care closure caused by COVID-19
- Leave is paid at 2/3 regular pay at a maximum of \$200 per day and \$10,000 in the aggregate
- Paid FMLA is in addition to any leave an employer provides
- Payments for FMLA leave will be reimbursed by the federal government up to the maximum
- Businesses with less than 50 employees may be exempt from providing leave related to caring for a child whose school or daycare is closed, if providing leave threatens the viability of the business
- Paid sick leave is not available, if the employee can telework

## Additional Grants Available

### Community Development Block Grant

- \$1,080,600 to provide financial capital to small businesses to avoid job loss as a result of social distancing
- Jobs saved must be held by low and moderate income persons
- Work with regional council of governments to identify and veteran businesses
- Still requires HUD approval via amendment to annual action plan

### Facebook Small Business Grant Program



#### FACEBOOK for Business

Facebook is committing \$100 million in cash grants and ad credits for up to 30,000 eligible small businesses in over 30 countries where they operate. Here's how the program can help:

- Keep your workforce going strong
- Help with your recent costs
- Connect with more customers
- Cover operational costs

Sign up for updates and notifications at: [www.facebook.com/business/boost/grant](http://www.facebook.com/business/boost/grant)

### Google Ad Grants



Google

Google is offering \$10,000 of in-kind advertising to non-profits every month for text ads. Here's how the program can help:

- Raise awareness for your cause
- Drive more website views and activity
- Track your non-profit marketing efforts
- Reach those who need your help

Learn more at: [www.google.com/nonprofits/offerings/google-ad-grants](http://www.google.com/nonprofits/offerings/google-ad-grants)



### All Together NM Fund

The New Mexico Coalition of Community Foundations organized this fund, which will provide a phased response to COVID-19 and to address immediate needs. Here's how the program can help:

- Procurement of food, medical and cleaning supplies
- Childcare support for workers who are supporting front-line employees
- Grants to address income insecurity among smaller businesses and employees

Learn more at: [www.alltogethernm.org](http://www.alltogethernm.org)

## **Economic Injury Initiative**

The global outbreak of COVID-19 has impacted tourism across the globe, and we are feeling that impact right here in New Mexico. In order to reduce the short-term and long-term impact on the industry and our ability to promote New Mexico in the future, we need to work together.

Some businesses and destinations are pivoting and creatively adjusting in response to COVID-19 in ways that can provide constructive guidance to others. In order to identify the best course of action for recovery, real-time data is needed to understand the impact on the workforce, visitation, and revenue for tourism businesses.

New Mexico Tourism Department has identified nine sectors within travel and tourism to gather this real-time data. The nine sectors are:

- Destination Marketing Organizations
- Hotels, Resorts, & Lodging
- Restaurants
- Retail & Galleries
- Events & Event Planners
- Attractions & Cultural Institutions
- Meetings & Conventions
- Airports & Transportation
- Tour Operators

This is necessary to:

- Help NMTD to understand the extent of economic injury in order to best serve the industry
- Help businesses to define their own economic injury to be prepared when applying for grants and assistance

The New Mexico Tourism Department wants to hear from you! They are looking for information on how employment, demand, revenue, strategy and other key metrics to evaluate the extent of the economic impact on the tourism industry from COVID-19.

### **Why this information is important:**

- Enables us to track economic impact in real time
- Allows for the discovery of essential information to provide better access to recovery aid
- Helps NMTD understand the scope of impact so we can identify recovery strategies that work for everyone

Review the sectors they're looking to capture and please consider reporting your economic impact today.

How is your business being affected by COVID-19? Please answer the survey:

<https://www.newmexico.org/industry/rapid-response-covid-19/tourism-task-forces/>



### **Destination Marketing Organizations**

Includes local Convention & Visitors Bureaus and local chambers of commerce that function as the DMO.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Hotels, Resorts & Lodging**

Includes hotels, motels, resorts, short-term rentals, etc.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Retail & Galleries**

Includes shops and art galleries

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Restaurants**

Includes restaurants, food establishments, breweries, wineries, etc.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Events & Event Planners**

Includes tourism-related events, festivals, markets, etc.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Attractions & Cultural Institutions**

Includes museums, theaters, cultural venues, etc.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Meetings & Conventions**

Includes meetings, conferences and conventions.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Tour Operators**

Includes tour companies, motor coaches, etc.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)



### **Airports & Transportation**

Includes regional airports, local airlines, and other transportation entities.

[CLICK HERE TO SUBMIT YOUR ECONOMIC IMPACT](#)

## Digital Readiness Initiative

### New Mexico Magazine is offering:

- FREE digital ad space for event-based advertisers
- New Mexico Magazine app open FREE for readers
- NM Tourism Department FREE business directory
  - \* Update business COVID-19 status
  - \* Banner ad on New Mexico Magazine website
  - \* Site marketing and promotion starting April 10<sup>th</sup>

### New Mexico Magazine wants to recognize *True Heroes*

- Celebrate everyday heroes making a difference
- Acts of kindness during this emergency public health order
- Feature 3-5 individuals from all walks of life online weekly
- Promote #NMTrueHeroesTuesday; weekly newsletter, things-to-do
- You can nominate your local heroes today at: <https://www.newmexico.org/nmmagazine/articles/post/new-mexicos-true-heroes/>

### LinkedIn Learning

Brush up on all your digital marketing fundamental with this comprehensive deep dive into the many channels for digital marketing and promotion. There are over 27 hours of content and this program is **FREE** for 30 days!

Learn more at: [www.linkedin.com/learning](http://www.linkedin.com/learning)



**WE all have a responsibility to slow the spread of COVID-19**

<https://www.youtube.com/watch?v=0h1JvtYP1yU>



## Buy for Tomorrow Today

The New Mexico Economic Development Department has launched a website that pairs shoppers with products and services in a “Buy for Tomorrow Today” campaign to help sustain businesses through the COVID-19 health emergency.

The “Buy for Tomorrow Today” website ([www.BuyNMLocal.com](http://www.BuyNMLocal.com)) is another way for people to support New Mexico businesses during the emergency closures. The site offers direct access to individual websites where purchases can be finalized for products or services now, by delivery or take-out, or when the business reopens.

The website includes a registration link for businesses who want to participate. Shoppers can sort retailers by region to find a store near them. The State of New Mexico is not a party to the transactions.

Many businesses on the site are also offering discounts or additional value-added services with a purchase on the Buy Tomorrow website. New businesses are being added to the site daily, so check back often to find your favorite local retailer.

Businesses can enroll by going to the site and clicking on the upper tab, “[Register Your Business.](#)”

To view the entire press release, please click on this link: <https://gonm.biz/uploads/documents/pressReleases/BuyNMLocalPR.pdf>

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## Teleworking from Home

Working From Home Software Although we may not be working at the office, there’s still lots of ways to connect and continue doing business. Here are some commonly used software platforms:

- [Zoom](#)
- [GoToMeeting](#)
- [Skype](#)
- [Slack](#)
- [Ryver](#)





## PayPal Set-up with New Mexico MainStreet

On April 1, 2020, New Mexico MainStreet offered a FREE webinar for businesses to learn about PayPal set-up. This webinar aimed to help businesses in New Mexico by promoting e-commerce on the Buy New Mexico Local website. The Economic Development Department created Buy NM Local to be a one-stop shop to support local businesses during the coronavirus pandemic. On the site, business owners can register their business, add an e-commerce link to sell gift cards, provide contact information and hours of operation.

Download a pdf of the presentation:

<https://www.nmmainstreet.org/WPBeta/wp-content/uploads/2020/04/NMMS-BuyNMLocal-Presentation.pdf>

View a recording of the webinar on YouTube: [https://youtu.be/FEowO8i4Y\\_o](https://youtu.be/FEowO8i4Y_o)

### Helpful links discussed in this presentation:

- Google My Business: <https://www.google.com/business>
- PayPal: <https://www.paypal.com>
- Tips and Tricks HQ — PayPal for Beginners: <https://www.tipsandtricks-hq.com/paypal-beginner-video-tutorials-10757>
- PayPal — Add PayPal to business website: <https://www.paypal.com/us/smarthelp/article/how-do-i-add-a-paypal-payment-button-to-my-website-faq3629>

### Additional Resources:

- Yelp: <https://www.yelp.com>
- Trip Advisor: <https://www.tripadvisor.com>
- Square Get Started Guide: <https://squareup.com/help/us/en/article/5123-square-get-started-guide>
- Clover Setup Virtual Terminal: <https://www.clover.com/pos-systems/virtual-terminal>
- Stripe Get Started Guide: <https://support.stripe.com/topics/getting-started>
- Gumroad: <https://gumroad.com>
- Woo Commerce: <https://woocommerce.com>

## Keeping Customers. Staying Connected

**THE CHALLENGE:** How can tourism businesses retain customers throughout the emergency public health order?

**THE PIVOT:** By redirecting focus on refreshing vital content and information, you might be better positioned to capture the attention of a market ready to reengage with travel experiences when the time is right.

### Revisit your Content

- Revise your business listing on Google
- Update and refresh visual content
- Build out that content calendar of your dreams
- Now is the time for website revisions
- Maintain that awareness through email and social media

### Explore New Strategies, Offerings and Partnerships

- Now is also the time for database upkeep
- Discover your data
- Explore feasibility of immersive media
- Consider online commerce
- Identify partners for future travel packages
- Solicit feedback to enhance your product/service/experience

**New Mexico Tourism Department has created a Resource Hub where you can find information specific to tourism regarding:**

- Research & Data
- Federal Programs
- New Mexico Programs
- Other Funding Opportunities
- Campaigns & Initiatives
- Tips, Tools & Best Practices
- Learning Center
- Public Organizations & Associations
- News

Learn more at: <https://www.newmexico.org/industry/rapid-response-covid-19/resource-hub/>

On April 2, 2020, the New Mexico Tourism Department hosted a webcast that reviewed immediate steps the tourism industry can take to capitalize on the CARES Act, as well as information on the new programs and initiatives launched by the Tourism Department in response to the COVID-19 crisis. A recording of the entire webinar is included below.

<https://register.gotowebinar.com/recording/8440489377528615169>

## 10 Things to do during the COVID-19 Pandemic

This is a unique time. Main Streeters are faced with some new challenges as the world faces the COVID-19 Pandemic. It seems as though the landscape is changing almost daily, and while we know there is light at the end of the tunnel, we don't yet know when we will reach it.

Having some time on your hands could be a very valuable thing. Time is the one commodity we can't get back, and yet we seem to have been given an abundance of it. In the midst of all this social distancing, Maestro Community Manager put together a list of things that you can do to not only keep yourself occupied on your self-quarantine, but that will make your organization stronger and make you more productive when we can all gather together again.

1. **Promote your business virtually**
2. **Keep people informed**
3. **Clean your email lists**
4. **Update your directory**
5. **Plan, plan, plan!**
6. **Work on your Brand and Communication**
7. **Clean your office**
8. **Hold virtual meetings**
9. **Dream**
10. **Take time for yourself**



To read the complete article, visit: <https://www.maestrocm.com/10-things-to-do-during-the-covid-19-pandemic/>

## State of New Mexico COVID-19 Hotlines

Health Hotline: 1-855-600-3453

Information Hotline: 1-833-551-0518

Senior & Disabled Adults Food Hotline: 1-800-432-2080

All other questions: 1-833-351-0518 or go to <http://www.newmexico.gov/>

## Additional Community Resources

New Mexico Department of Health For the most up-to-date information about COVID-19 in New Mexico and preparedness resources, please visit the New Mexico Department of Health:

<https://cv.nmhealth.org/>

“Grab and Go” Meal Packs Alamogordo Public Schools is providing meals to ALL APS students during school closure. For pickup sites and times, please follow this link:

[https://www.alamogordoschools.org/UserFiles/Servers/Server\\_372378/Media/COVID-19%20meals%201.0%203-13.pdf](https://www.alamogordoschools.org/UserFiles/Servers/Server_372378/Media/COVID-19%20meals%201.0%203-13.pdf)

Alamogordo Senior Center will continue “Meals on Wheels” and Grab & Go meals available for curbside pick-up M-F 11 am to 1 pm. For more information, please call (575) 439-4150.

Restaurant Guide To help our local restaurants during the mandated COVID-19 shutdown, the Alamogordo Chamber of Commerce has created a delivery and curbside guide:

[Alamogordo Chamber’s Restaurant Delivery & Curbside Guide](#)

Education Affected by COVID-19 The Public Education Department is committed to keeping our school leaders and communities up to date about Coronavirus in New Mexico (COVID-19). NMPED and New Mexico Department of Health (NMDOH) are working together on a daily basis to share the most current information as well as to consult on protocols, procedures and best practices. For up-to-date information: <https://www.newmexico.gov/education/>

Coronavirus Scams Scammers are taking advantage of fears surrounding the COVID-19. Check out some of these listed scams to help you stay safe:

<https://www.ftc.gov/coronavirus>

Crisis Counselors Anxious about Coronavirus? If you are needing help and would like to talk to an anonymous crisis counselor, text HELLO to 741741 to connect. For more information, click:

<https://www.crisistextline.org/texting-in>

United States Bartenders’ Guild If you are a bartender, bar back or cocktail server who needs financial support, you can apply to the USBG National Charitable Foundation’s Bartender Emergency Assistance Program. USBG Membership is not required: [https://www.usbgfoundation.org/beap?fbclid=IwAR2575s\\_wBbyHY0EI6tPB3xy6g8jK-IZtQGIDD7MEnUj52KZaR6U67JxS4](https://www.usbgfoundation.org/beap?fbclid=IwAR2575s_wBbyHY0EI6tPB3xy6g8jK-IZtQGIDD7MEnUj52KZaR6U67JxS4)

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**You are not alone.**  
**We are here to help you navigate through this**  
**COVID-19 Crisis!**

Call our office (575) 439-3688 or

Send us an email

[l.anderson@ocedc.com](mailto:l.anderson@ocedc.com) OR [m.steeby@ocedc.com](mailto:m.steeby@ocedc.com)

