

NYC MEANS BUSINESS

➤ 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.

> STAY UP TO DATE

BUSINESS

nyc.gov/business

STATE WEBSITE

forward.ny.gov

Rapidly changing
information related
to COVID-19

State requirements are rapidly changing and businesses are responsible for staying up to date and in compliance. SBS is here to help.

GENERAL UPDATES

Text COVID to **692-692**

HEALTH

nyc.gov/coronavirus

Key to NYC Requirements No Longer Apply

- 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.

Vax to Work 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.
- Businesses 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



NYC

TO BE POSTED IN PUBLIC-FACING LOCATION

**Affirmation of Compliance With
Workplace Vaccination Requirements**

Name of Business

Street Address

City State ZIP Code

I affirm that I have read the December 13, 2021 Order of the New York City Commissioner of Health requiring vaccination of workers and that my workplace is in compliance with the Order.

Signature Date

Name (printed)

Title

Vax to Work Reasonable Accommodations



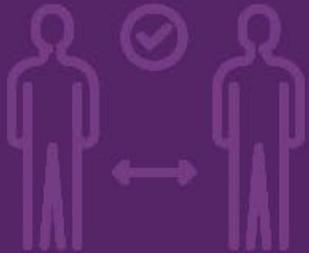
- Employers must provide reasonable accommodations for **disability, pregnancy, religious belief, or status as a victim of domestic violence, stalking, or sex offenses.**
- If an employee requests an exception for one of the reasons listed above, you must engage with them in a **cooperative dialogue** 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**



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.**
- **SLA-licensed establishments** should visit the **State Liquor Authority website** for additional guidance.

NYC Open Restaurants Program Allows for Year-Round Outdoor Dining

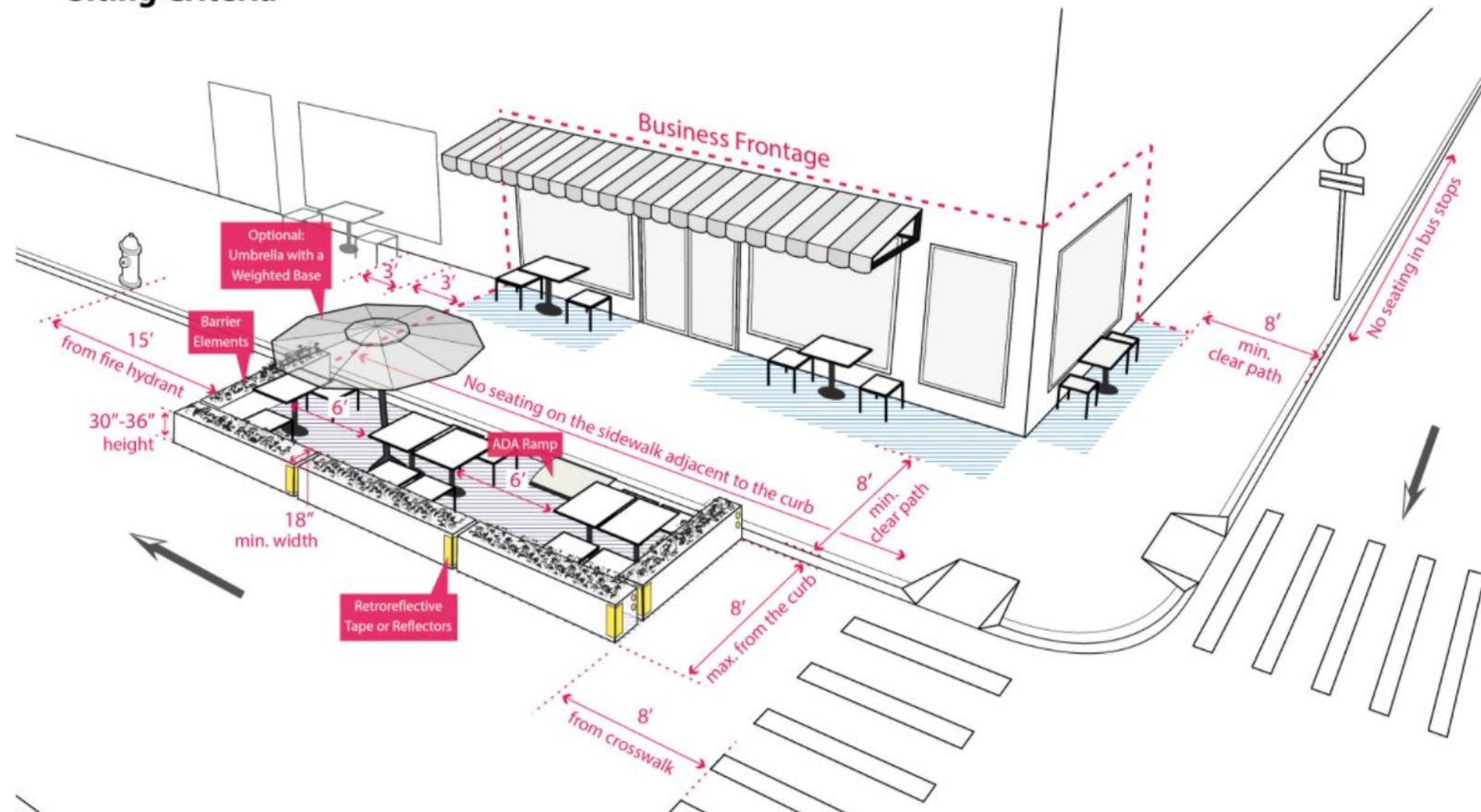


This citywide multi-phase program expands outdoor seating options for food establishments to promote open space, enhance physical distancing, and help rebound in these difficult economic times.

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

nyc.gov/openrestaurants

NYC Open Restaurants Siting Criteria



RESOURCES

There are many resources available to help you reopen



➤ REOPENING HOTLINE,
CONSULTATIONS,
& WEBINARS

➤ FINANCIAL
ASSISTANCE

➤ ONLINE BUSINESS
EDUCATION COURSES

➤ BUSINESS
MENTORSHIP

➤ PPE SUPPLIER DIRECTORY

➤ COMMERCIAL
LEASE ASSISTANCE

➤ EMPLOYEE
SUPPORT

➤ ADAPTATION
PLAYBOOK

TIP:

Visit nyc.gov/business to learn more and register.

FINANCIAL ASSISTANCE



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!**

» DID YOU KNOW?

Our NYC Business Solutions Centers work with more than 40 lenders and can help you find and apply for the right business financing options.

Call 311 or visit nyc.gov/financingassistance to contact representatives who can discuss your options and how to apply.

NYC QUICK START



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 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.

ONLINE BUSINESS EDUCATION COURSES



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:

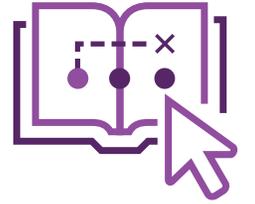
- Building Your Own Business Website
- Search Engine Optimization
- Branding Strategies to Increase Sales and Compete
- Creating Content Your Customers Value

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

➤ DID YOU KNOW?

Between 35- 40% of small businesses don't have a website – starting your **digital journey** can help you differentiate your business!

BUSINESS MENTORSHIP



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 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/paidsickleave 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**
Free training to help employees adopt new technologies and COVID-19 safety protocols. [More here.](#)
- **Workforce1 Career Centers**
Remote services are available to learn about and apply to current employment and training opportunities at nyc.gov/getwork.

PPE SUPPLIER DIRECTORY



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 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