

4/1/2020

Sheboygan County Business Owner:

These have been trying times for many of you. During this National Emergency, the Sheboygan County Economic Development Corporation (SCEDC) is committed to providing you accurate information to allow each of you to make the best decision for your business.

On March 27th the Federal Government passed the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), the largest Federal stimulus passed in US History at an estimated \$2 Trillion with \$400 million made available to Small Businesses. Program details haven't been released yet and are not expected to be released until Friday, April 3rd at the earliest. For the most detailed information publicly available at this time, visit <https://www.sbc.senate.gov/public/index.cfm/guide-to-the-cares-act>.

We encourage all Sheboygan County businesses to pay close attention to:

1. **Small Business Administration (SBA) Paycheck Protection Program (PPP)** is expected to provide loans of up to \$10 million to businesses impacted by coronavirus (including non-profits) with fewer than 500 employees. Funds should be used to retain workers and maintain payroll or make mortgage payments, lease payments, and utility payments. *Loans may be forgiven* in whole or in part based on the number of employees and their salary.
2. **Emergency Economic Injury Disaster (EID) Grants & Working Capital Loans.** The SBA will advance a \$10,000 grant for small businesses and nonprofits applying for SBA Economic Injury Disaster Loans (EIDL), within 3 days of applying for the EID Loans. The grants do not have to be repaid even if the EIDL loan is denied. We strongly encourage all small businesses to apply for the EIDLs at <https://covid19relief.sba.gov/#>. If a business applies for an EIDL, they do not need to accept approved loan funds.
3. **SBA Loan Debt Relief** for 6 months for new or existing borrowers under certain SBA loan types. The SBA debt relief will cover principal interest and fees. In addition to Federal actions, many banks are willing to talk about existing business debt relief and we encourage you to speak with your lender regardless of the type and status of your loan.
4. **Unemployment benefits for small business owners** with passage of the CARES Act. It is unclear how this will work or if Wisconsin will approve this measure. Please check with the Wisconsin Department of Workforce Development for updates at www.dwd.wisconsin.gov.
5. **Complimentary essential employee job postings** are available on both SomeplaceBetter.org (run by the SCEDC) and the Job Center of Wisconsin. To get your listing, email details of the position(s) or a job ad to Motiska@SheboyganCountyEDC.com. Please note many laid off individuals lack personal computers and the library/job center locations are closed. A supplementary paper application process is encouraged.
6. **Free Small Business Counseling** is available through the Small Business Development Center (SBDC) and the SCEDC is one of the only economic development organizations in

the state to host an SBDC counselor on staff, Ray York. Ray can be reached at York@SheboyganCountyEDC.com.

Although each of you are facing a different situation, some strong advice for managing your business through this time includes:

1. Review the Center for Disease Control (CDC) Guidance for Preparing Workplaces for COVID-19 at www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html
2. Review changes to the Family Medical Leave Act (FMLA) under the Families First Coronavirus Response Act at www.dol.gov/agencies/whd/pandemic
3. Contact your financial institutions to see if:
 - a. Your existing loan terms can be modified
 - b. How to apply for the Paycheck Protection Program (PPP)
4. Apply for the Emergency Economic Injury Disaster (EID) Grants directly from the SBA at www.covid19relief.sba.gov/#/
5. Review your business insurances to cover revenue loss (this will likely be rare)
6. Check with your accountant to see if these are right for you:
 - a. Delay of filing 2019 income taxes and employer payroll taxes
 - b. Help with modeling your short-term cash flow
 - c. Ask if your firm can take advantage of the Employee Retention Tax Credit
7. Double down on communicating with your suppliers, customers, employees, professional associations and respective chamber of commerce
8. Use your ingenuity (and your employees' ingenuity), resources and creativity to make the most of the changing environment and your customer needs

Resources are changing quickly. To get the most up-to-date resources and information we are encouraging you to:

1. Register your e-mail at www.SheboyganCountyEDC.com/Newsletter to receive our Monday morning e-newsletters.
2. Continually check our COVID-19 page: www.SheboyganCountyEDC.com/COVID-19.

The SCEDC, a 501(c)4 non-profit, is a countywide private/public partnership, leading economic development efforts to improve the economic well-being and long-term prosperity of the county. During this time and after the SCEDC is here to serve you. Many entrepreneurs are not used to asking for help, but that is exactly why we exist.

With Respect,

Gary Dulmes, Chair
SCEDC

Dr. Joseph Sheehan, Executive Director
SCEDC