

# LISC LOS ANGELES

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# SUPPORTING SMALL BUSINESSES DURING COVID-19

A TOOLKIT FOR LOCAL  
GOVERNMENTS

# MISSION

WITH RESIDENTS AND PARTNERS, LISC FORGES RESILIENT AND INCLUSIVE COMMUNITIES OF OPPORTUNITY ACROSS AMERICA -- TO CREATE GREAT PLACES TO LIVE, WORK, VISIT, DO BUSINESS AND RAISE A FAMILY.

**LISC** LOS ANGELES



# LISC LA 2019 Impact

\$31M Affordable Housing Lending

\$1.6M Economic Development and  
Small Business Lending

\$870K Grants Deployed to 19  
organizations

412 New Units of Affordable  
Housing

270 Individuals supported through  
trainings and capacity building



LISC LOS ANGELES

**SUPPORTING  
SMALL  
BUSINESSES  
DURING COVID-19**  
A TOOLKIT FOR LOCAL GOVERNMENTS

## Supporting Small Businesses During COVID-19: A Toolkit for Local Governments

We offer our partnership to local cities as they aim to remake small business ecosystems in unprecedented times.

[OPEN TOOLKIT](#)



# A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY

## 2 Provide business assistance

Now more than ever, businesses need in-depth technical assistance. To the extent possible, we recommend providing virtual one-on-one meetings with businesses on how to navigate through this time. Topics to discuss include managing cash flow, applying for low-cost capital, keeping the workforce safe, and creative customer retention strategies. See resources below for additional guidance on technical assistance areas to address with your businesses.

<https://www.lisc.org/los-angeles/covid-19-response/>

LISC LA



**KEEPING OUR SHOPS ON THE BLOCK**

**KEEPING NUESTROS SHOPS ON THE BLOCK**

**KEEPING 我們的 SHOPS ON THE BLOCK**

**KEEPING 우리의 SHOPS ON THE BLOCK**

**KEEPING හමුදාව SHOPS ON THE BLOCK**

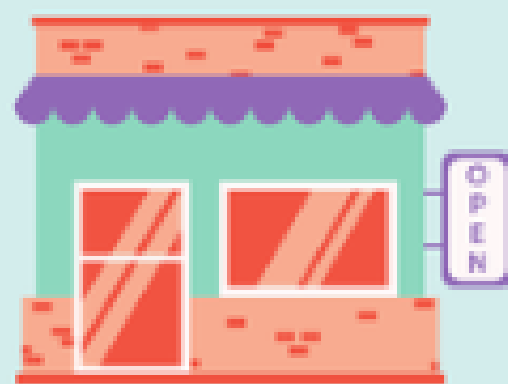
**KEEPING 我們的 SHOPS ON THE BLOCK**

**KEEPING 私たちの SHOPS ON THE BLOCK**

<https://www.lisc.org/los-angeles/covid-19-response/keeping-our-shops/>

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## Keeping Our Shops on the Block During COVID-19: Resources for Small Businesses

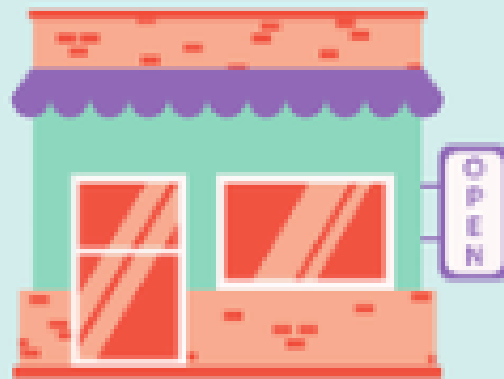
We know that COVID-19 has had a devastating impact on many small businesses in our community. In a world where social distancing is the new norm, we encourage you to think outside the box, pivot your businesses plans, and develop new strategies to serve your clients. Most importantly we hope you stay connected to your community your neighbors, customers, and fellow businesses owners- we are all in this together!

OPEN TOOLKIT

<https://www.lisc.org/los-angeles/covid-19-response/keeping-our-shops/>

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# HOW TO USE THE GUIDE

We know that COVID-19 has had a devastating impact on many small businesses in our community. In a world where social distancing is the new norm, we encourage you to think outside the box, pivot your businesses plans, and develop new strategies to serve your clients. Most importantly we hope you stay connected to your community- your neighbors, customers, and fellow businesses owners- we are all in this together!

At LISC LA, we've talked to business owners in our neighborhoods, brainstormed with partners, and scoured the internet to put together this guide that provides key learnings in 5 categories and links to local resources to help you get through these tough times.

- 1** MANAGING CASH FLOW + DIVERSIFYING REVENUE
- 2** MARKETING DURING COVID-19
- 3** EMPLOYER + EMPLOYEE BENEFITS
- 4** NEW POLICIES THAT AFFECT YOUR BUSINESS
- 5** COVID-19 LOANS + GRANTS



LISC LA

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KEEPING NUESTROS SHOPS ON THE BLOCK

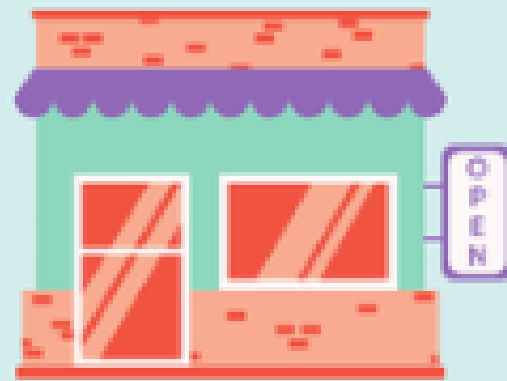
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#### ■ Grants

- [Red Backpack Fund for Women Owned Businesses](#)
- [Facebook Small Business Boost Program](#)
- [LISC Verizon Small Business Recovery Fund](#)
- [Salesforce Care for Small Businesses](#)

<https://www.lisc.org/los-angeles/covid-19-response/keeping-our-shops/>

# Beauty Industry \$1,000 Relief Grants

## \$100,000 & Greater Donors

The Horst Rechelbacher  
Foundation

CND™

## General Grant Donors

WELLA

TIGI®

MATRIX

KMS®

MIZANI.

MOROCCANOIL.

PIVOT  
POINT

REDKEN  
5TH AVENUE NYC

ULTA  
BEAUTY

H HattoriHanzo Shears

PAUL MITCHELL.

ORIBE

borboleta  
LASH ACADEMY

AACS

SPA.

AG  
HAIR CARE

ergo™

GREG DAWSON  
AND ASSOCIATES, INCORPORATED

<https://beautychangeslives.org/beautyreliefgrants/>

# Business for All

Join the Movement to Lift up Thousands of Small Business Owners.

Apply for grants up to \$50,000 to support business growth, including \$10,000 emergency COVID-19 Business for All Grants to help small businesses in crisis. Join leaders such as Gwyneth Paltrow, Kristen Bell, Lisa Price, and Zaw Thet to empower every American with an entrepreneurial spirit.

APPLY FOR A GRANT



<https://businessforall.helloalice.com/>

# KIVA. A crowd funding platform



# LISC Match Fund – How it works



LISC matches incremental loan amounts 1:1 as they are made to a Kiva borrower (i.e. When an individual Kiva lender contributes \$25 towards a Kiva campaign, LISC contributes an additional \$25 to the loan)

**NOTE:** A borrower must reach the campaign loan goal to access the loan funds and must be endorsed by a registered LISC Trustee.



← COVID-19 RESPONSE

## SBA Paycheck Protection Program

LISC is now accepting applications for **MWBEs, VBEs and nonprofits in our service area**. At this time we cannot accept applications for organizations engaged in real estate development. To apply, complete our online survey.

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