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December 18, 2020

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State Business Tax Credit and Grant Opportunities

Small Business Tax Credits Now Available

- Eligible small businesses with 100 or less employees, can receive \$1,000 in credit for each net new hire that occurred during the second half of 2020, up to \$100,000 per business. This tax credit can be used against personal and corporate income tax liabilities or sales and use tax liabilities from the 2020 tax year.
- To receive a tax credit tentative reservation, qualifying small businesses need to apply to the California Department of Tax and Fee Administration (CDTFA) by January 15, 2021. Reservations will be accepted on a first-come-first-serve basis. The CDTFA has authority to accept up to \$100 million in tax credits. Visit the [CDTFA website](#) to learn

more.

Tax Relief: Automatic Extensions & Interest Free Payments

- Temporary tax relief will support businesses impacted by COVID-19, including an automatic three-month extension for taxpayers filing less than \$1 million in sales tax. Interest-free payment agreements are available to larger companies with up to \$5 million in sales tax and expanded interest-free payment options for larger businesses particularly affected by significant restrictions on operations based on COVID-19 transmissions. [Click here](#) to learn more.

County of San Diego Small Business Relief Grants

- The Small Business Stimulus Grant Program is funded by Board of Supervisors allocated federal CARES Act funding. The grant funding provides economic assistance to help businesses and nonprofit entities impacted by COVID-19. Financial assistance will be allocated to eligible, qualified small businesses and nonprofit entities with final award recommendations made by individual district offices based on the availability of funds, program guidelines, and the submission of all required information and supporting documentation. [Click here](#) for details and eligibility.

Upcoming Small-Business Grants Offer Economic Relief

- Governor Newsom announced the creation of a \$500 million COVID Relief Grant for small businesses that have been impacted by COVID-19 and ongoing health and safety restrictions. Small businesses and non-profits will be able to apply for up to \$25,000 distributed throughout community financial institutions. The Grant is administered by the California Office of the Small Business Advocate (CalOSBA) at the Governor's Office of Business and Economic Development. Grant guidelines are currently being developed and will be available [here](#).

Take-Out to Help-Out Social Media Marketing Program

The City launched the Take-Out to Help-Out marketing campaign earlier this month. Check out the most recent social media updates on our [Instagram](#) page!



If you are a La Mesa restaurant and would like to be featured, please [click here](#) for more information. Please note that there is a short [online application](#) to determine eligibility.

Please contact Lyn Dedmon at 619-667-1339 with questions.

La Mesa Chamber of Commerce



The [La Mesa Chamber](#) continues highlighting local businesses through its La Mesa Live series.

Check out the latest [video](#) featuring [Anthony's Fish Grotto](#). This is a great way to help promote your business.

If you would like to be featured in the Chamber's upcoming videos, please contact **Mary England** at **619-251-7730** to schedule your interview.

City News Updates

Chief of Police Recruitment

- The City recently hired Teri Black and Associates to start the process of selecting a new Chief of Police. The City recently held an online community forum to receive feedback and posted an online survey to provide residents and businesses with an opportunity to weigh-in. The [survey](#) will be posted to the City's website until December 31, 2020. You can find more information about this process in the City's [website](#).

Downtown Parking Permits

- Considering the COVID-19 restrictions currently in effect, the City of La Mesa will continue to offer Downtown Village parking permits at no cost for the first quarter of 2021 (January 1, 2021 through March 31, 2021). In addition, the City will honor your 2020 fourth quarter stickers as valid during the first quarter of 2021. Any business without an existing parking

placard and sticker can still obtain a parking permit by emailing Christopher Gonzales at cgonzales@cityoframesa.us.

La Mesa HOME Program

The Homeless Outreach and Mobile Engagement ("HOME") program includes a full-time outreach worker and mental health professional working together to connect our homeless residents to programs, services, and housing. Our goal is to ensure that our homeless residents receive the care needed and transition them to healthy and productive lives. Phase 1 of the program will start next month. The City hired People Assisting the Homeless or PATH to help us over the next year while we transition to the next phase. Phase 2 of the program will have our La Mesa HOME team working directly with the homeless out of a specially-outfitted van. For more information, or to request that HOME be dispatched in response to a specific concern, please see the City's [webpage](#).

Virtual Business Visitations

Our office would like to get to know your business, discuss programs, receive feedback on City services, and discuss ways to better serve your business. Reach out to us at any time to schedule a business visitation. Contact us at 619-667-1311 or via email at economicdevelopment@cityoframesa.us



SBDC WORKSHOPS

The San Diego & Imperial Small Business Development Center (SBDC) Network, assist San Diego County small business owners with navigating requirements related to the COVID-19 pandemic as they reopen. Assistance includes [free online training](#) (live and recorded) and [free one-on-one business advising](#).



