

Helping Ulster County Businesses Survive COVID-19

Our local business owners are the heart of our county. They are the problem solvers. They are creative and dedicated and have figured out ways to provide goods and services to our residents. To get through this pandemic, we know our businesses need to be flexible, resilient and able to get timely information to help them identify key resources and assistance. We will get through this stronger.

Resources/Assistance For Business

- **SBA**
 - ❖ Can provide low cost loans to business after a business has exhausted other avenues of funding.
 - ❖ The SBA's Office of Disaster Relief coordinates the Economic Injury Disaster Loan Assistance program. This will be available once the Governor requests a declaration as an effected area.
 - ❖ EIDL assistance may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact.

- **Mid-Hudson Small Business Development Center**
 - ❖ Has staff that will help businesses apply for SBA Loan programs once they are available. They have experience and know the paperwork process.
 - ❖ Provides FREE business counseling to businesses. If you are struggling reach out to them.
 - ❖ Can work with businesses and their financial companies to help find solutions.

- **Central Hudson and NYSEG:**
 - ❖ Suspending customer shut offs due to unpaid bills for a period of 30 days, at which point they will reevaluate the situation.
 - ❖ Central Hudson will be waiving finance charges due to the COVID-19 pandemic.*
**This assistance may not include accounts that were behind prior to the pandemic.*

Action Businesses Can Take TODAY

1. Pull together all current tax information, profit and loss statements, personal financial information, sales volume and other data supporting your loss. This will be needed to fill out loan or grant applications. In a disaster, documented loss is essential.

2. Talk to your bank. Our office spoke with representatives from over a dozen local lending institutions who said they can help businesses on a case-by-case basis with:
 - ❖ Loan Modifications at no fee
 - ❖ Deferrals without a fee
 - ❖ Waiving early withdrawal penalties for CDs or other time deposit account.

3. Contact your insurance company. Some businesses have Business Interruption Insurance (that they don't know about).
4. If you have a Payroll Service such as ADP please contact them for guidance on how to document leave time, sick time, work from home hours, all of which may be part of a bill which could potentially allot businesses tax credit at the end of 2020. For questions about Unemployment Insurance or if your business is in danger of experiencing a mass lay-off, please contact New York State Department of Labor. 845-443-8066; www.ny.labor.gov/home
5. Develop remote work and non-essential staff policies. Here are some articles and websites that might provide guidance:
 - ❖ <https://usefyi.com/remote-work-best-practices/>
 - ❖ **Remote Work and Best Practices: The Coronavirus Workplace Series**, Forbes Magazine, 3/16/202 For article click here: <https://www.forbes.com/sites/michaelbernick/2020/03/16/remote-work-and-best-practices-the-coronavirus-workplace-series/#1052c051769c>
6. Keep in contact with your customers – especially if you will be closing for any reason. If you have a Facebook, Insta or webpage, post any reduced hours or services. Let your customers know how you're doing. We're all one community!
7. Help your customers keep purchasing from you. Can you offer products for delivery or takeout? Do you have services you can offer remotely? Can you make gift cards available online or by phone? Make sure your customers know how to reach you.
8. Our community is our strongest resource in times like these. So ASK for HELP, from your lender, your landlord, your suppliers. And OFFER HELP, to your customers, your employees, your neighbors. Caring for each other is how we'll get through this.

How the County is here to HELP businesses right now:

Virtual Small Business Saturday: Coming soon! Details to follow.

[Please fill out our quick business survey.](#) Share it with other business owners. This will help us deliver the resources and support you most need.