



THE CENTER OF IT ALL

COVID-19 UPDATE

The Resiliency Of Our Community

With each day, our team is fortunate to see the resiliency of our community. From calls with small business owners to stories of sacrifice from healthcare workers, the people of Shelby County inspire us. As we look ahead to the next phase of this challenge, it is important for all of us to remain agile and resourceful. Our hope is that this weekly newsletter will continue to provide new insights to inform, assist, and encourage our partners. This week's edition contains recommendations on how to reopen our economy from state and federal officials, additional funding ideas for small businesses, and a few valuable online resources to help address common challenges such as e-commerce and employment issues. Our team remains committed to serving you in any way we can during these challenging days. Please reach out to us directly or follow us on social media below to get the latest.

Stay Updated By Following Us On Social Media



Reopening Recommendations

Reopening Resources & Recommendations For Businesses

As we transition into the next phase of this situation, business leaders are encouraged to review the following sites offering guidance on reopening your businesses. It is important for all of us to cooperate with federal, state, and local officials to provide a safe environment for the economy to open back up.

- [White House + CDC](#)
- [Alabama Small Business Emergency Task Force](#)
- [Alabama Technology Network - Return To Work Mitigation Plan](#)

Alternative Funding Solutions

Community Development Finance Institutions (CDFI's)

A CDFI is a not for profit revolving loan fund program created for the purposes of assisting new and existing businesses in financing growth and creating jobs. They are funded through a variety of local, state, federal, and nonprofit sources. In the region, we have four that serve our small businesses. TruFund Financial Services, LiftFund, and Pathway Lending are based out-of-state, but provide products to Alabama businesses. Sabre Finance is based in the Birmingham region and serves all of Alabama; they originated locally and have a full local team for business assistance. These lenders often build upon their lending products with technical assistance to their borrowers and/or prospective borrowers.

- [Sabre Finance](#)
- [TruFund Financial Services](#)
- [LiftFund](#)
- [Pathway Lending](#)

Community Foundation of Greater Birmingham COVID-19 Response Grants for Nonprofits

Competitive grant cycle funds have been shifted to fund emergency response grants for those nonprofits impacted by COVID-19. These grants provide operational support funds up to \$25,000. [Click here for more information.](#)

Federal Reserve Board's Main Street Lending Program: From the Alabama Small Business Development Center

While it is expected that the PPP and EIDL programs will receive additional funding, many businesses have started evaluating other options. One new initiative, the Main Street Lending Program, may be a fit for *some* small businesses. Even if you have taken advantage of other disaster programs, firms will still be eligible to participate in this program. [Click here for more information.](#)

Webinars + Online Resources



Useful Webinars & Online Resources

- ["Small Business E-Commerce 101: Generating Virtual Food Traffic & Revenue" From The Retail Coach](#)
- ["I Have PPP Funds...Now What" From BBA & Alabama SBDC](#)
- ["Working from Home: Information You Can Use To Maximize Your Productivity" From Sawyer Solutions](#)
- ["Confronting Employment Issues" From Maynard Cooper & Gale & BBA](#)
- ["How To Set Up Online Gift Cards For Your Business" From Local Distancing](#)



Small Businesses are at the heart of our local economy and now is the time to support them. To that end, we encourage everyone to utilize [#ShopShelbyCounty](#) [#EatShelbyCounty](#) or [#DrinkShelbyCounty](#) to share how you're supporting our friends and neighbors.