



COVID-19 Update - as of April 10

Dear Friends,

First I want to wish everyone a Happy Easter and Passover. Though we may be celebrating differently this year, it is a reminder that things will get better. This Friday's newsletter will have information on:

1. Stimulus Funds – Paycheck Protection Program and Small Business Emergency Assistance Loan Program
2. Think D'sign Print – T-shirts
3. Gift Cards
4. #CranfordStrong posters
5. Downtown Cranford FB Live Series
6. Survey
7. Lease Agreements
8. Zoom Meeting – Thursday at 10am

1. Stimulus Funds

There has been a lot of information coming in regarding stimulus funds, and it seems every day there is something new. Our office has tried to comprehend as much as we can and share information with the business owners. It has been helpful to the business owners and our office to hear everyone's experience with applying for Stimulus Funds on the Zoom calls. I'm happy to hear that many business owners are applying for these available funds and sharing their experiences on what is required, and the process.

The good news regarding stimulus funds is the Feds have [approved another \\$2.3 trillion in stimulus funds](#). So as I've suggested before, please keep on applying to any applicable stimulus funds.

- [Paycheck Protection Program \(PPP\) Loan](#) – Application open
You should apply to any available stimulus fund applicable to your business, but you should definitely apply to the PPP. This loan will be fully forgivable if the funds are used for payroll costs, interest on mortgages, rent and utilities, and on the employer maintaining or quickly rehiring employees and maintaining salary level. Please talk to your bank about applying. If your bank is not accepting applications, then talk to Bank of America, Chase or PNC bank as they are now accepting applications.

- [Small Business Emergency Assistance Program](#) – Application opens Monday, April 13th at 9am
This loan with NJ Economic Development Agency (EDA) opens this

upcoming Monday at 9am. This loan is first come, first served. The above link has information about the loan, how to apply, what information is required and provides a sample loan application. If you are going to apply I suggest gathering all the required information for the loan ASAP and apply right at 9am.

We will provide any updated information as well as informational webinars.

2. Think D'Sign Print

Our friends at Think D'Sign Print are doing a great thing to help our businesses. They are designing branded T-shirts for your business, where the profits of the business will be split between Think D'Sign Print and your business. This is helping two businesses out during these times. Any business is open to participating. If you would like to participate, email info@thinkdsignprint.com.



3. Gift Cards

We will be posting next week what businesses offer gift cards and if they can be purchased online. Please email dmc@cranfordnj.org to let us know. If you are interested in selling e-gift cards, here are some companies that offer them.

- [Square](#)
 - [Gift Fly](#)
 - [Gift Up](#)
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4. #CranfordStrong Posters

The Cranford Strong posters are being dropped off. For those who received them, they look great in the window and let people know if you're open and what services you are providing. If you did not receive one please email us at dmc@cranfordnj.org to coordinate drop off.

5. Downtown Cranford Facebook Live Series

As our world has turned virtual, Downtown Cranford will be beginning a Facebook Live series. The goal is to have one business do a FB live video

a week. It is open to any business. Ideas are a cooking class, yoga, educational, special items your store is selling online etc....If you'd like to participate please email us at dmc@cranfordnj.org.

6. Survey

We are conducting a five minute 20 question survey to learn more about how your business has been impacted during these times. This information will provide important metrics to assist our office and the Township Committee. [Here is a link to the survey.](#)

7. Lease Agreements

I know a lot of business owners have discussed with their landlords about rent abatements, discounts etc... If you have not reached out them please do. Here is an interesting [article](#) from my college friend who is an attorney in NYC that can assist you in discussing rent abatements with your landlord. Though it is focused on NYC lease agreements, there is information here that applies to all leases.

8. Zoom Meetings

We will continue to have our weekly Zoom meeting every Thursday at 10am. We've had four Zoom meetings so far and IMO each one has been very helpful and informative.

If you have any questions, ideas, thoughts, or concerns, please contact us. We are here for you in any capacity during these times.

Have a happy and healthy holiday weekend.

Best,
Gabe, Michelle, Caren