



Gloucester County Economic Development



GLOUCESTER COUNTY
Economic Development
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Navigating COVID-19

Economic Development

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Governor Northam Announces Additional Actions to Address COVID-19

Support for Impacted Businesses

Following a request submitted by Governor Northam on March 18, the U.S. Small Business Administration (SBA) today approved an Economic Injury Disaster Loan declaration for Virginia. Small businesses and nonprofit organizations throughout the Commonwealth affected by the COVID-19 public health crisis can now apply for low-interest federal disaster loans of up to \$2 million from the SBA to pay fixed debts, payroll, accounts payable, and other expenses. To submit a loan application through the SBA Economic Injury Disaster Loan program, please visit <https://disasterloan.sba.gov/ela/>. Businesses impacted by COVID-19 can also request to defer the payment of state sales tax due today, March 20, 2020, for 30 days. When granted, businesses will be able to file no later than April 20, 2020 with a waiver of any penalties.

The Governor has requested that the Department of Taxation to extend the due date of payment of Virginia individuals and corporate income taxes. While filing deadlines remain the same, the due date for individual and corporate income tax will now be June 1, 2020. Please note that interest will still accrue, so taxpayers who are able to pay by the original deadlines should do so.

Disaster Loan Assistance

Federal Disaster Loans for Businesses

SBA Disaster Declarations have been issued for the following [Virginia counties and cities](#). Applicants are encouraged to apply online (click on "Apply Online" icon). If you do not have access to a computer or smartphone, please call SBA at 1-800-659-2955 for assistance.

[Apply Online](#)

If you have further questions, relating to Economic Injury Disaster Loans (EIDL) due to Coronavirus (COVID-19) please call 804-771-2400 or 804-986-8901. If you are unable to reach anyone, please leave a message. You may also call 804-767-0235 for assistance.

[COVID-19 Small Business & Loan Resources](#)

COVID-19 Common Issues Small Businesses May Encounter

- **Insurance Coverage Issues** – Many businesses have business interruption insurance; Now is the time to contact your insurance agent to review your policy to understand precisely what you are and are not covered for in the event of an extended incident.
- **Changing Market Demand** – There may be access controls or movement restrictions established which can impede your customers from reaching your business. Additionally, there may be public concerns about public exposure to an incident and they may decide not to go to your business out of concern of exposing themselves to greater risk. [SBA's District Offices](#) have trained experts who can help you craft a plan specific to your situation to help navigate any rapid changes in demand.
- **Marketing** – It's critical to communicate openly with your customers about the status of your operations, what protective measures you've implemented, and how they (as customers) will be protected when they visit your business. Promotions, delivery services and curbside-pickup may also help incentivize customers who may be reluctant to patronize your business.
- **Capital Access** – Incidents can strain a small business's financial capacity to make payroll, maintain inventory and respond to market fluctuations (both sudden drops and surges in demand). Businesses should prepare by exploring and testing their capital access options so they have what they need when they need it. See [SBA's capital access resources](#).
- **Workforce Capacity** – Incidents have just as much impact on your workers as they do your clientele. It's critical to ensure they have the ability to fulfill their duties while protected.
- **Inventory and Supply Chain Shortfalls** – While the possibility could be remote, it is a prudent preparedness measure to ensure you have either adequate supplies of inventory for a sustained period and/or diversify your distributor sources in the event one supplier cannot meet an order request.
- **Facility Remediation/Clean-up Costs** – There is a need to enhance the protection of customers and staff by increasing the frequency and intensity by which your business conducts cleaning of surfaces frequently touched by occupants and visitors. Check your maintenance contracts and supplies of cleaning materials to ensure they can meet increases in demand.
- **Plan** – As a business, bring your staff together and prepare a plan for what you will do if the incident worsens or improves. It's also helpful to conduct a tabletop exercise to simulate potential scenarios and how your business management and staff might respond to the hypothetical scenario in the exercise. For examples of tabletop exercises, visit FEMA's website

How to support local businesses during COVID-19

Local business is the backbone of Gloucester's economy. With the COVID-19 pandemic on the minds of citizens across the globe, small businesses everywhere are being impacted. Locally, many small businesses are finding innovative ways of staying afloat during uncertain times.

As consumers, many of us can help support our small businesses from the comforts of our homes, offices, cars, or other means while maintaining social distance.

Consumers are encouraged to buy gift cards for a future purchases that they know they will make. While it is not advisable to go into debt to do so, with some local spots, a gift certificate is as good as cash when you frequent their establishment. Some retail establishments are also running gift card specials.

Another way to support local business is to call your favorite local restaurant or food establishment and order your food to go. If unsure about going inside, ask them to bring the order to your car. Many of these restaurants will be happy that you called and asked for the help instead of skipping the purchase all together. Some local restaurants are even offering discounts or bulk ordering options.

Feel like online shopping? Checkout your favorite local retail stores' Facebook Pages and websites! You might be surprised at how many offer ordering online, delivery options, or would package it up and meet you outside at your car.

If you are a business owner or work with a non-profit, consider advertising your specials, updates or changes with your local radio stations, newspapers and media. A rising tide lifts all boats!

Other ways to help could include:

- Thinking about insurance for your car, home, umbrella or other? Call a local insurance agent for a quote or talk about bundling your services!
- Finding yourself with home and garden projects? Reach out to your local equipment rental companies and home improvement stores to see what delivery options or curb side services are available.
- Owe membership dues to a local theater company, public radio, dance studio, newspaper, chamber of commerce, business association, or civic organization? Consider options to pay it early! Cash flow helps keep them afloat during tough times.
- Thinking of making a big(ish) purchase sometime soon? Call your LOCAL community banks or credit unions and have a chat with a LOCAL Loan Officer. Interest rates are low, and now is a good time to explore all of the things that you will need to do, once you are ready to take out the loan.
- Call your local entrepreneur friends and ask them how they are doing. Encourage them to keep their heads up, and brainstorm ways to continue to offer traditional services in non-traditional ways.

Think globally? Act Locally! #shopgloucester

We encourage our business community to let us know of changes in operations by calling Gloucester Economic Development at 693-1414, 693-1415 or e-mailing spring@gloucesterca.info, eripley@gloucesterva.info.

Response to COVID-19

The House Ways and Means Committee has assembled [a comprehensive FAQ](#) to help explain how the federal government is responding to the coronavirus pandemic. It covers what small businesses, seniors, and workers need to know and is broken into sections about what Congress has passed, what Congress is going to do next, and what the Administration has done to help Americans fight this global pandemic.



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