



## State Relief Program Provides \$668 million in Stimulus Funding to Massachusetts Businesses

*Two-week application period opens December 31*

A new state program providing \$668 million in relief to Massachusetts businesses that have been hard hit by the Covid-19 crisis will start accepting applications from eligible businesses through an online portal on December 31, 2020. The application period will close on January 15, 2021.

The program is administered through the Massachusetts Growth Capital Corporation (MGCC), which will target a portion of the funds to business sectors that have been impacted most severely by revenue losses attributable to Covid-19.

Eligible industries for targeted funds from the new program include:

- Restaurants, bars and caterers
- Indoor recreation and entertainment establishments
- Gyms and fitness centers
- Event-support professionals (photographers, videographers, etc.)
- Personal services (hair salons, barber shops, etc.)

- Retail (must have a brick-and-mortar location)

For more information, including a detailed list of documentation that will be required of applicants, as well as eligibility requirements, visit the [MGCC website](#).

[Read more here about Covid-19 relief for Massachusetts businesses.](#)

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## Help for Struggling Businesses

The Federal, and State governments are providing grants to help struggling businesses. This is **FREE MONEY!** As the Executive Director of Greater Grove Hall Main Streets, I'm concerned that only a few businesses in Grove Hall have applied for this money. If you are interested in applying or need help with your application, please contact me at once at [ewgaskin@gmail.com](mailto:ewgaskin@gmail.com).

### Free Money from the Government to Help Small Businesses

As many of you have heard, an additional [Covid relief package was signed into law](#) by the federal government over the weekend. We have included a few important highlights below.

#### Small business highlights include:

- The Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, which includes \$285 billion to extend the Paycheck Protection Program and offer additional targeted relief to certain businesses, including:
  - Eligibility for PPP loans for 501(c)6 organizations and Destination Marketing Organizations
  - Second draws of PPP loans for small businesses and nonprofits demonstrating a 25% reduction in revenue to a comparable quarter in 2019
  - Streamlined forgiveness for loans under \$150,000
  - Expanded eligibility of COVID-19-specific expenses for forgiveness, including outdoor seating, drive-thru windows, and PPE
  - Tax deductibility of any expenses you used to apply for PPP forgiveness
  - Dedicated \$15 billion for grants to live music and entertainment venues under the new Shuttered Venue Operator Grant Program
  - \$20 billion in additional funding for Economic Injury Development Loans
  - Emergency EIDL grants of \$1,000 per employee (up to \$10,000) are still available
  - Extension of the Employee Retention Tax Credit to July 1, 2021
  - Deferral of employer's share of social security taxes through March 2021

The full package may have many other provisions relevant to you, your families, and your employees, including direct payments to Americans and the continuation of Pandemic Unemployment Assistance.

Another important update includes [new funding and assistance totaling \\$668](#)

[million](#) announced last week by the Baker administration for Massachusetts small businesses. This article from the [Boston Business Journal](#) provides a helpful overview. Businesses that applied in the first round of state funding earlier in 2020 do not need to reapply as the state will work its way through the queue of existing unfunded applicants. If you have not yet applied through the state's program, now is a good time to check your eligibility and consider applying when it reopens on December 31st (through January 15th).

It will take some time for the SBA to launch the new federal aid program, however, please contact your lenders and other financial service providers to discuss timing and how to best be prepared. There also are a number of webcasts and other resources put out by the SBA, Commonwealth of MA and the City of Boston to assist business owners. Please find the links to these materials on our webpage.



## Greater Boston Legal Services CORI & Re-entry Project in Collaboration with the Boston Bar Association

Wednesday CORI Zooms  
2<sup>nd</sup> and 4<sup>th</sup> Wed. of the Month\*  
2pm to 4pm

Register at <https://www.surveymonkey.com/r/XZHQCMM>

[Click Here to Learn More](#)

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# CITY *of* BOSTON

## Mayor Walsh Announces 2021 Outdoor Dining Pilot Program

BOSTON - Thursday, December 10, 2020 - Building on Boston's ongoing commitment to supporting restaurants during COVID-19, Mayor Martin J. Walsh today announced the launch of an outdoor dining pilot program for the 2021 season.

The 2021 Outdoor Dining Pilot Program will continue many of the successful initiatives from this year's program, such as streamlined permitting and outdoor patios on roadways that enable restaurants with narrow sidewalks to offer patio seating to patrons, while offering new features based on community feedback. Applications for outdoor dining licenses on both public and private property are now open and can be accessed here: <https://bostonopendata.knack.com/outdoor-dining#welcome>.

The 2021 Outdoor Dining Pilot Program season will begin on **April 1, 2021**, or earlier if **weather permits**, and will end on **December 1, 2021**, **weather permitting**. Restaurants who took part in the 2020 temporary outdoor dining program and who wish to do so in 2021 must re-apply. We will also be accepting applications from restaurants who did not take part in the 2020 temporary outdoor dining program.

The City has made a series of changes from the temporary 2020 program, based on feedback received from the public, including:

- Moving the application process to another [online platform](#) where businesses can track the status of their applications for more transparency
- Additional time built into the process, so that restaurants can procure proper materials and plan for operations that will include an outdoor dining space
- Clear guidance for outdoor dining on public and private property that will be

available in both English and Spanish, with other languages available upon request. The full guidance is available online, [here](#).

- Consistent enforcement that will focus on ensuring licensees adhere to all requirements issued by the City to ensure outdoor dining is safe and enjoyable
- 1:1 assistance for restaurant owners who require support and/or translation of the online application

Recognizing that each neighborhood has its own opportunities and challenges for outdoor dining, the City is also working to address the specific needs of restaurants, residents, and visitors across neighborhoods.

Registration is required, please sign up using this link:

[https://zoom.us/webinar/register/WN\\_dDhCJ7pbTBadsxA18rFesg](https://zoom.us/webinar/register/WN_dDhCJ7pbTBadsxA18rFesg). Interpretation for this session is available upon request, please contact [2021outdoordining@boston.gov](mailto:2021outdoordining@boston.gov) for more information.

[Click Here to Learn More](#)

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## Reminder to Give Feedback on Blue Hill Ave City-owned Lots!

A reminder to everyone that the Department of Neighborhood Development (DND) is still taking feedback on several parcels of city-owned land along Blue Hill Ave in Grove Hall. Please fill out the [B3 Parcels Survey](#) and the [B4 Parcels Survey](#) and share with neighbors and friends in the area, as well as folks who may be interested in opening up a business in this area.

**DND will use the input they receive to create a Request for Proposals to put out for developers and business owners.**

If you want more info on the Blue Hill Ave project for 30 parcels of city-owned land, [visit this site](#) and/or contact Julio Pilier ([julio.pilier@boston.gov](mailto:julio.pilier@boston.gov)) for more details.

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## Dear Small Business Owner:

Recently, Governor Baker announced an additional **\$668 million** to fund additional qualified applications submitted to MGCC already.

In addition, a new grant program will open on December 31st, 2020, and close on January 15th, 2021. While more details will emerge, the Governor has mentioned the following priority business areas: restaurants and bars, gyms, indoor recreation, entertainment, and event facilities, nail/beauty salons, retail businesses, and event-supporting professionals

(e.g. caterers, photographers).

### All Existing Applications

If you did not receive an approval notification in the first round, your application will automatically be considered for the second round. **You do not need to resubmit your application.** Look out for emails from MGCC for any additional document they may need (e.g. your Certificate of Good Standing or DBA).

### For Those Who Have Not Applied Yet

A new application process will open on December 31st, 2020, for those who did not apply in the first round. More details will be forthcoming We don't have any details yet, but given the short 2-week application period, it would be prudent to start gathering relevant documents such as your 2019 tax returns (business and personal), and apply for a [Certificate of Good Standing](#) (if a corporation), a [DUNS number](#), or a DBA certificate from your city or town (if a sole proprietor). For information on the new grant program and to request technical assistance, please visit [MGCC's website](#) (beginning on December 28th), or request help from one of LISC's business advisor partners [here](#).

### New Paycheck Protection Program Funding Is Coming

Additional Paycheck Protection Program funding is included in the COVID-19 stimulus bill that was just passed by Congress Monday. If signed by the President in its current form, \$284 billion will be available to small businesses with less than 300 employees, if they can demonstrate at least 25% loss in business due to the pandemic. \$12 billion will be earmarked for minority-owned businesses, and \$15 billion for live-event venues, cultural institutions, and movie theaters. Updated information on PPP can be found on [SBA's website](#), or they will be posted on our [Massachusetts Equitable PPP Access Initiative website](#) as they become available.

These are very exciting announcements, which will help many more of you who have been adversely affected by the pandemic. We will keep you updated about these programs as more information is available. Please have a safe holiday and we look forward to working with you.

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## Join Us For A Community Conversation Tuesday January 5th From 6-8pm

CREATE how food access is improved in the BLUE HILL CORRIDOR

[Click here to join.](#)

Meeting ID: 930 9220 2717 Passcode: 827494

Questions?

CALL: 617-580-2772 EMAIL: [bluehillfoodaccess@gmail.com](mailto:bluehillfoodaccess@gmail.com)

[Click Here to View Flyer](#)

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## Uptima's Academy is designed to support entrepreneurs with:

- Creating a business plan
- Accessing funds
- Developing leadership skills
- Building resilient businesses with social impact

WE OFFER FINANCIAL ASSISTANCE PROGRAMS FOR ENTREPRENEURS OF COLOR.

**Space is limited.** Apply by January 8, 2021



BOSTON

## Explore your Idea

Begin your entrepreneurial journey

APPLICATION DEADLINE

**JAN 22, 2021**



## You Will:

- Experience a hands-on process of clarifying your business idea
- Begin testing your business idea and receive feedback
- Understand the importance of creating an online presence
- Lay the foundation for your business to thrive.

**SPACE IS LIMITED. APPLY TODAY.**

## Resources for Your Network

Hey Boston! @uptimacoop, a local entrepreneur-centered cooperative, is currently offering business courses to Boston-based artists, musicians and freelancers. The new year is a quintessential period when individuals begin the process of reconnecting with their passions and pursuing new challenges. If you've been wanting to begin the journey of creating and growing your business, check out Uptima's current business bootcamps and academy.

Their bootcamps are well suited for individuals seeking self-employment in a personal or professional services industry, or as an independent artist. Their academy is a year-long entrepreneurship certificate program that supports entrepreneurs in creating plans, improving operations, accessing capital, and developing leadership capabilities to build resilient businesses with social impact. **The application deadline is right around the corner and space is limited!** If you think that you'd benefit from their programs, the link to apply is in their IG bio @uptimacoop or apply directly here: <https://uptimacoop.com/apply>





## Pandemic Got You Down? Feeling Stressed?

We are the MassSupport Network and we provide services to ALL Massachusetts residents during the COVID-19 pandemic. Our anonymous, confidential, and free program is for individuals (including youth), families, schools, organizations, businesses and communities. We provide emotional support, coping strategies, resources, and up-to-date, factual information. We also deliver presentations and coping groups around how to support ourselves and each other during the pandemic.

### How does it work?

Leave us a message at **888-215-4920** or email us at [MassSupport@riversidecc.org](mailto:MassSupport@riversidecc.org). We respond Monday through Saturday, 8am to 8pm, typically within a few hours.

**Hours:** Monday-Saturday, 8am-8pm

Call 888-215-4920

Email [MassSupport@riversidecc.org](mailto:MassSupport@riversidecc.org)

[www.masssupport.org](http://www.masssupport.org)

Is your need urgent? For 24/7 support, call the Disaster Distress Helpline at 800-985-5990

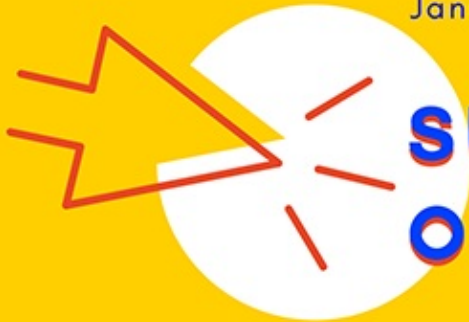
[Click Here to View Flyer](#)

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Career Services  
invites you to the

# JANUARY SPOTLIGHT:

January 9-18, 2021



## SUMMER 2021 OPPORTUNITIES

Summer Internships & Full-time  
Jobs for GSD students

**CREATE** is the  
one-stop shop for  
online recruiting  
at the GSD

**How to participate:** Log in to your **CREATE**  
employer account (or set up a new account)  
and post your summer internships & entry-level  
opportunities for GSD students before  
January 9, 2021.

Students will view postings on **CREATE** and  
follow employer application instructions on how  
to apply.



Harvard University  
Graduate School of Design  
Career Services



U.S. Small Business  
Administration



## 1/14 Massachusetts Export Expo

January 14th, 2021 (2 sessions on 1/15)

10:00 AM - 4:00 PM EST

[REGISTER](#)

*Join us for the Export Expo — the state's largest and most important export event of the year that brings together resources, training and information for the local exporting community!*

The Massachusetts Export Center's Export Expo provides a forum for exporters to connect with the wide range of export resources available in Massachusetts while learning about issues that impact their day-to-day export operations.

### SBA Massachusetts **Business Smart Workshops**

Thursday, January 14<sup>th</sup>

&

Thursday, January 21<sup>th</sup>

11:00am - 1:30pm



U.S. Small Business  
Administration

# UPCOMING Virtual Events

## [REGISTER](#)

These 2 FREE virtual workshops will help you gain a better understanding of what it takes to start and grow a business. Oreste Varela, Springfield Branch Manager of the Small Business Administration and Keith Girouard of the Berkshire Office of the Massachusetts Small Business Development Center Network will guide you through the following:

### Day 1: Module 1: The Key Steps to Getting Your Business Off the Ground

- Topics discussed include marketing strategy, start-up costs, legal structure, financial preparation and more

### Day 2: Module 2 & 3: Where to Get Money to Start a Business & Finding Local Resources

- Learn about various financing options o Learn what banks look for when lending money
- Learn about the local resources available to assist you in starting and growing a small business
- Guest presentations from 1Berkshire and EforAll Pittsfield

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Monthly on Mondays starting 1/4/21 /  
1pm - 3:30pm

[Basics of Starting Your Business](#)

Thursday 1/7/21 / 12:00pm - 2:30pm

[Start Your Own Business](#)

Thursday 1/7/21 / 10:00am - 11:00am

[Digital Marketing Trends 2021](#)

Thursday 1/7/21 / 5:00pm - 6:00pm

[PPP Round 2 - An Application Overview](#)

Friday 1/8/21 / 9:30am - 11:00am

[Digital Transformation](#)

Monday 1/11/21 / 9:00am - 10:30am

[Is Certification Right for You?](#)

Monday 1/11/21 / 10:00am - 12:00pm

[Beyond the Pivot: The If, How, and When of Exiting Your Business](#)

Tuesday 1/12/21 / 12:00pm - 1:30pm

Tuesday 1/19/21 / 10:00am -  
11:00am

[Legal Considerations for New Business Owners](#)

Wednesday 1/20/21 / 11:00am -  
1:00pm

[Steps to Start a Business](#)

Thursday 1/21/21 / 10:00am -  
11:00am

[Federal Marketing and Networking for Small Businesses](#)

Thursday 1/21/21 / 10:00am -  
11:00am

[Simple Steps for Exiting Your Business](#)

Tuesday 1/26/21 / 6:00pm - 9:00pm

[Starting Your Own Business](#)

Monday 1/25/21 / 5:30pm - 7:30pm

[CWE En Español: Pasos para Empezar su Negocio](#)

[More Clients Less Marketing](#)

Thursday 1/14/21 / 12:00pm -  
1:45pm

[Business Planning - The Simpler  
Way \\*Also in Spanish](#)

Thursday 1/14/21 / 12:00pm -  
1:45pm

[Planificación Empresarial –  
Simplificada](#)

Thursday 1/14/21 / 11:00am -  
12:30pm

[Sitting with the Trouble: institutional  
memory and historical prejudices in  
business practices](#)

Tuesday 1/26/21 / 6:00pm - 9:00pm

[Steps to Start a Benefit Corporation](#)

Thursday 1/28/21 / 1:00pm - 2:30pm

[Legacy Planning for Farm  
Businesses](#)

Thursday 1/28/21 / 5:00pm - 6:30pm

[Zen and Tea: The Art of Tea  
Mindfulness in the Era of COVID](#)

Thursday 2/4/21 / 10:00am - 11:00am

[Introduction to the State of  
Massachusetts Contracting for Small  
Businesses](#)

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## Serie De Emprendimiento Ofrecida en Español (Serie De 10 Partes)

### [REGISTRO EN LINEA](#)

¿Busca prosperar en estos tiempos difíciles? ¿Quiere crear o hacer crecer su negocio?  
¿Quiere ser más innovador?

El MSBDC de la Universidad de Clark y la Organización Empresarial Latinoamericana (LABO) ofrecen un curso de 10 semanas para personas interesadas en aprender sobre el espíritu empresarial o que ya han iniciado su propio negocio.

El orador será el Dr. John Dobson (biografía), un emprendedor en serie. Antes de unirse a la academia, lanzó y vendió con éxito varios negocios. Enseña Emprendimiento en la Universidad de Clark. Su experiencia está en la difusión de innovaciones y lanzamientos exitosos de productos / negocios. El Dr. Dobson tiene una Maestría en Desarrollo Internacional de la London School of Economics y también un Doctorado de la Universidad de Manchester (Reino Unido). Tiene más de 25 años de experiencia empresarial, que utiliza para desarrollar un enfoque basado en evidencia para ayudar a los estudiantes a iniciar negocios exitosos en los Estados Unidos y en todo el mundo.

**Fechas:** Lunes consecutivos, del 11 de enero al 15 de marzo de 2021

**Hora:** 6:00 - 7:30 p.m. est

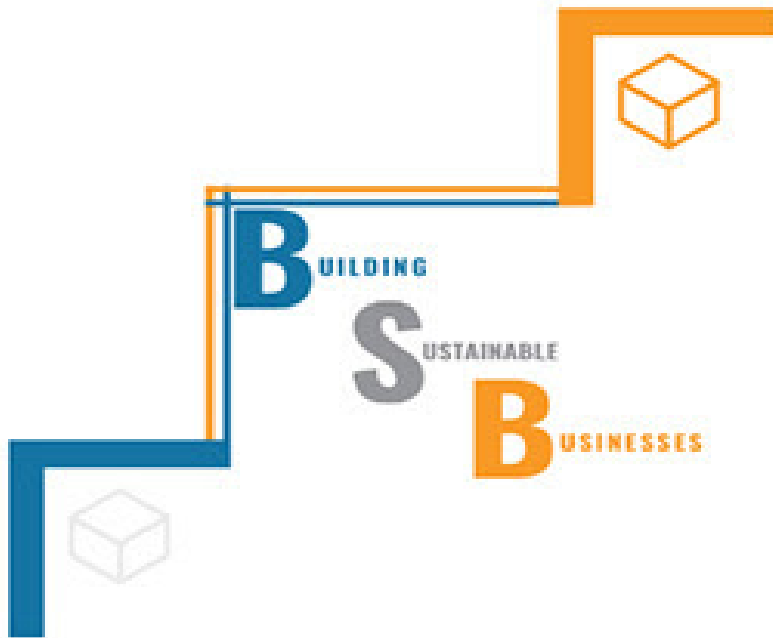
**Ubicación:** Webinar en línea

**Costo:** Gratis

**Contacto:** Si tiene preguntas sobre el contenido, comuníquese con el Dr. John Dobson

en [jdobson@clarku.edu](mailto:jdobson@clarku.edu). Si tiene problemas de registro, envíe un correo electrónico a [info@msbdc.umass.edu](mailto:info@msbdc.umass.edu).

- 11 de enero (Parte 1): Introducción a la creatividad, la innovación y el espíritu empresarial
- 18 de enero (Parte 2): DYME Desarrolle su modelo de emprendimiento
- 25 de enero (Parte 3): Creación de prototipos (desarrollo y prueba de innovaciones)
- 01 de febrero (Parte 4): Pensamiento sistémico en el espíritu empresarial
- 08 de febrero (Parte 5): Entonces, ¿qué? Estrategias para una diferenciación eficaz del mercado
- 15 de febrero (Parte 6): Movimiento de liderazgo y cambio
- 22 de febrero (Parte 7): Construyendo un seguimiento: características psicográficas de sus clientes
- 01 de marzo (Parte 8): Marketing empresarial - Ciencia de la persuasión
- 08 de marzo (Parte 9): Venta efectiva: Lanzamiento de sus productos
- 15 de marzo (Parte 10): Finanzas empresariales



## Building Sustainable Businesses Webinar Series

January 12, 2021

9:00-11:00 AM EST

[REGISTER](#)

This module will guide you through some key questions about your business. The objective is to help you create a framework to help you improve the performance of your business and guide its growth. As you sharpen your skills in strategic thinking and decision making, you will be making fact-based decisions rather than guesses, and you will learn to push your business beyond the status quo, answering the strategic questions “what are my vision and long-term goal?” and “is my business doing the right things?”

The presenters will be Margaret Young, MBA and Wendy Vincent, MBA.

**Please note:** If you missed the first date of this module and require individual assistance, help is available. Please contact Ileana Purisic at [ileana.purisic@gnemsdc.org](mailto:ileana.purisic@gnemsdc.org).

## Module 2 - Exploring Growth Opportunities

January 2021

## Module 3 - Making Strategic Decisions

February 2021

## Module 4 - Using Financial Tools

March 2021

This webinar series is brought to you by the [Massachusetts Small Business Development Center \(MSBDC\)](#) and the [Greater New England Minority Supplier Development Council \(GNEMSDC\)](#).

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## Government Contracting Events

Thursday 1/28/20 / 9:00am - 10:30am

[SBA 8\(a\) Business Development Eligibility Session](#)

### GK! Market

Discover and shop locally with multicultural small businesses.



## Boston's New Digital Platform to Support Main Streets Businesses

The [GK Market](#), the City of Boston and the State's first online multicultural marketplace for small businesses and companies. We want small businesses in the Greater Boston area to be able to take advantage of this **FREE** resource to promote their goods and services,

restaurants & shops, and everything in between, small businesses need this platform because given the protracted pandemic and social distancing.

Learn More Here: <https://getkonnected.com/market>

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## Census Bureau Is Hiring for Current Surveys

Join the Census Bureau team and contribute to your community!

The Census Bureau is hiring field reps. around the Barnstable, Berkshire, Essex, Hampshire, Middlesex, Norfolk, Plymouth, Suffolk areas.

To apply, email: [new.york.recruit@census.gov](mailto:new.york.recruit@census.gov) or call 212-584-3495.

For more info visit: <https://www.census.gov/about/regions/new-york/jobs.html>

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## Did You Know

### SASHA LINK

Sasha Link blends her talents of writing & creative wellness to serve up delicious creations.

For Sasha food is fuel. Food is heavenly. Since the tender age of eight, the kitchen has served as a space for connectivity for Sasha. It is a space where Sasha creates recipes made with pure ingredients like thyme, oregano, and sage. For Sasha these Ingredients add long-lasting, aromatic, deeply satisfying blends of nourishment into luxurious deliciousness.

Sasha comes by her cooking talents from her paternal and maternal sides of her family tree. On her paternal side she observed uncle and aunt cooking together as one: blending goodness and co-creating masterpieces.

On her maternal side, Sasha learned to love the sweetness of deep, rich, southern baking: sweet potato and chocolate pies. On the savory note Sasha smothered chicken, grits, and fresh fried fish.

Today, whether in Sasha's role as a member of the English Department at Bridgewater State University or Massasoit Community College— She blends, mixes and curates recipes for writing creatively. As a Creative Wellness Coach, Sasha designs meal planning programs with the same intent: to culminate energizing recipes that boost creative energy, satisfies appetites, and motivates creativity to use food as fuel to drive their artistry

forward.

As a writer, creative wellness coach, and instructor, Sasha helps people live well creatively and herbally. Sasha designs the LiveWELLHerbally program to give her clients the opportunity to write, create, and consume food that is rich and electric. Sasha is committed to helping people live a better life through her healing remedies, recipes, and practices.

**Sasha's Creative Coaching and Meal Planning Program includes:**

A 5-day and 7-day customized meal planning program serving creative people such as attorneys, college students, and life coaches.

Sasha's offerings are inclusive of cold-press juices, seamoss smoothies, salad jars with salmon/chicken and a la carte sides. Her primary focus is creative wellness. Sasha sees her new line of work of creatively coaching and meal planning as a way to give others what was nurtured in her as a little girl: a deep passion for the art of cooking, creating, and the exquisite satisfaction gained from wholesome eating.

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## Around the Community



Photo from left to right.

Karen Bunch, board chair, Greater Grove Hall Main Streets, Jessica Thomas



Inspectional Services, and Bilal Dawan-Abdullah and two officers from Boston Police Department, tour the Grove Hall business district in an effort to identify ways to improve public safety.



Karen Bunch with donations from Blackbury Inc., a non-profit founded by Jessica Thomas. The Mission of Blackbury Inc. is *designed to enhance the economic viability, wellness, and leadership skills of people living in marginalized communities through networking platforms and training initiatives.* Blackbury donated 40 bags that includes a winter hat, gloves, socks, Kleenex, and hand sanitizer.



Content in Box

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[Visit Our Website](#)

