



COVID-19: Accessing Federal Aid

March 30, 2020

COVID-19 Resources

COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).
- [Industry Events Calendar](#)

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

FAQs

As we get questions from the industry, we will post them, along with answers recommended by industry peers and other experts.

HR Advice and Best Practices

Insight and advice on how to work with your team and keep your staff motivated and informed.

- [4 Coronavirus Considerations for Your Business](#)
- [Implementing VoIP technology for remote workers](#)

Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool Kit](#)
- [IRS Coronavirus Tax Relief Website](#)
- [Small Business Administration Guidance and Loan Resources](#)

Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

Ongoing Education

[Put unexpected staff downtime to use with SAF training and webinars, including:](#)

- [Tim's Calling...Live \(customer service\)](#)
- [Book More Weddings On the Spot \(weddings\)](#)
- [How I Did It: Cultivating the Next Generation \(family business dynamics\)](#)
- [Small Web Fixes, Big Results \(Part I and II\)](#)

COVID-19 State Resources

State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. Check out your state or local jurisdiction's guidance, in the links below.

In the absence of a specific reference to floriculture, if the provisions allow for any of the following, there is a chance that e-commerce fulfillment and touch free deliveries could continue, but please consult with your attorney:

- Shipping, courier and delivery services
- funeral and other death services
- electronic shopping
- Crop agriculture

Some draft language for requesting or confirming an exemption:

We have complied with the (elected official's) order and closed our retail store and offices. Some staff are working from home, others have been laid off. In accordance with the order, shipping and delivery services (or fulfillment of funeral related orders) continue at our facility, executed by a small crew which is following strict social distancing practices and other mitigation measures defined by the CDC to protect workers.

Alabama

- [Alabama Public Health Information](#)
- [Alabama State of Emergency Proclamation](#)

Alaska

- [Alaska Public Health Information](#)
- [Alaska Small Business Development Center](#)

Louisiana

- [COVID Response Site for Businesses](#)
- [COVID Economic Development Site for Businesses](#)

Maryland

- [Stay At Home Order](#)
 - [Guidance on Essential Services](#)
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SAF Webinars



WebBlast

FREE for SAF Members

20 minutes of intense online learning. 10 minutes of Q&A.

[FAQs: What You Need to Know about Webinars >](#)

Upcoming WebBlasts

If you're unable to attend or missed a webinar, we are recording these sessions.

COVID-19 Webinar Series

Financial Best Practices During the Crisis | Tues., March 31

Accessing Federal Aid | Mon., March 30

The Economic Impact of COVID-19 | Thur., March 26

Recovering and Rebuilding Wedding & Event Work | Tues., March 24

Sourcing Fresh Product - The New Normal | Mon., March 23

HR Strategies for Navigating a Crisis | Fri., March 20

Financial Planning | Thur., March 19

Coronavirus and the Floral Industry | Tue., March 17

COVID-19 Webinar Series: Financial Best Practices During the Crisis


Presenter: Paul Goodman, MBA, PFCI, Floral Finance Business Services

Tuesday, March 31, 2020




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Mary Westbrook
Editor in Chief
of Floral
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Questions?

- Click on the question tab and type in your question
- Questions answered at end of session

COVID Emergency Supplemental Bills

- Coronavirus Preparedness and Response Supplemental Appropriations Act, 2020 (COVID Supp. I – \$8.3 Billion)
- Families First Coronavirus Response Act (COVID Supp. II – \$100 Billion)
- Coronavirus Aid, Relief, and Economic Security Act (CARES Act; COVID Supp. III – \$ 2 Trillion)

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Federal Support for Businesses

COVID Supplemental I

- Economic Injury Disaster Loan (EIDL)
- Economic Injury Disaster Advance Loan

COVID Supplemental III

- Paycheck Protection Program (PPP)
- Treasury Department's Exchange Stabilization Fund (ESF)

COVID Supplemental I

- Economic Injury Disaster Loan (EIDL)
 - Eligibility: small businesses, small agricultural cooperatives, small aquaculture producers, and nonprofit organizations
 - Loans up to \$2 million
 - Small Biz rate is 3.75%; Up to 30 year term
- Economic Injury Disaster Advance Loan
 - Up to \$10,000; is forgiven
 - Funds provided 3 days after application

Links:

<https://www.sba.gov/disaster-assistance/coronavirus-covid-19>

COVID Supplemental III

- Paycheck Protection Program (PPP)
 - Eligibility
 - Firms with up to 500 employees
 - Small businesses, sole proprietors, independent contractors
 - Still eligible if applied for state bridge loans or EIDL
 - Waives most upfront paperwork; Borrowers make a good-faith statement and presumed eligible
 - Limited to companies where business has dried up or stop completely due to COVID-19
 - Loans provided through 7(a) lenders

COVID Supplemental III (PPP)

- Covers 2 ½ months of business expenses
- Up to \$10 million; up to 10 year term
- Forgiven if used for payroll, interest on debt, rent or utilities
- Payroll costs include employee salaries (up to an annual rate of pay of \$100,000), hourly wages and cash tips, paid sick or medical leave, and group health insurance premiums
- Forgiven debt would not be treated as income for tax purposes
- Interest on unforgiven loan portion is capped at 4%
- If a firm cuts workers or reduces pay, the amount forgivable would be reduced proportionately

COVID Supplemental III (PPP)

Paycheck Protection Program (PPP)

SBA-approved Lender Match

- www.sba.gov/funding-programs/loans/lender-match

SBA Local Assistance

- www.sba.gov/tools/local-assistance/sbdc/

US Chamber Guide and Checklist

- www.uschamber.com/sites/default/files/023595_comm_corona_virus_smallbiz_loan_final_revised.pdf

COVID Supplemental III (ESF)

- Treasury's Exchange Stabilization Fund (ESF)
 - Eligibility
 - Firms with 500 – 10,000 employees
 - Businesses and non-profits
 - U.S. domiciled business with majority of employees in U.S.
 - Fewer details on this program(s) at this point
 - Limits on executive compensation
 - The loan or loan guarantee's duration is as short as practicable, but no longer than 5 years.

COVID Supplemental III (ESF)

- Borrower would make “good-faith certification” that:
 - Funds used to retain at least 90% of workforce, at full compensation and benefits, until Sept. 30, 2020
 - Restore at least 90% of workforce that existed on Feb. 1, 2020
 - Restore compensation and benefits to workers within 4 months of end of public health emergency
 - No stock buy-back or pay dividends while loan is outstanding
 - Won't outsource jobs for at least two years after loan is repaid
 - Won't end collective bargaining agreements for at least two years after the loan is repaid
 - Won't block union organizing while the loan is outstanding

Useful link:

www.gibsondunn.com/senate-advances-the-cares-act-to-stabilize-economic-sector-during-coronavirus-pandemic/

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SAF COVID Resource page:

- <https://safnow.org/covid-19-updates/>

Questions?