Here for you and your Small Business needs

Our MSBDC business advisors are ready to help you navigate all of your small business needs from federal loan programs, the start up or growth of your business and more. All our services are FREE! Please complete our "Request for Counseling" confidentiality form and someone will contact you via email or phone to schedule a virtual appointment with an advisor. We will also continue to monitor the most up-to-date information to share with our business community.

Schedule an appointment today by emailing SBDC@clarku.edu and by registering for free at https://bit.ly/3af2liw to address all of your questions.
Make sure to check out our selection of upcoming and past webinars at clarku.edu/sbdc under "Workshops."

Other Resources:
SBA.gov: SBA offers disaster assistance in response to COVID-19.
Mass.gov: The Massachusetts state website has the latest information on COVID-19.
  - Reopening Instructions/Guidance: mass.gov/reopening
Americassbdc.org: America's SBDC has gathered helpful information and resources on COVID-19.
MSBDC.org has a dedicated COVID-19 page with helpful resources and articles.
Worcesterma.gov has a page with local, state and federal assistance programs and grants.
SCORE: source of free business mentoring and education.
  - Central MA

PPP Update

PPP Re-Opened to All Lenders January 19 - The portal has fully opened on Tuesday, January 19, 2021 to all participating PPP lenders to submit First and Second Draw loan applications to the SBA. This comes following the reopening of the Paycheck Protection Program (PPP) loan portal to PPP-eligible lenders with $1 billion or less in assets for First and Second Draw applications on Friday, January 15, 2021 at 9 am ET.
Read the full press release: https://bit.ly/3o7d9qc
See the Second Draw Loans Overview
Updates to Paycheck Protection Program (PPP)

**What is the Second Draw PPP?**
Second Draw PPP Loans are for **eligible small businesses with 300 employees or less**, that previously received a First Draw PPP Loan and will use or have used the full amount only for authorized uses, and that can demonstrate **at least a 25% reduction in gross receipts** between comparable quarters in 2019 and 2020. The maximum amount of a Second Draw PPP loan is **$2 million**.

**What if I need more funding?**
Lenders may approve increases on First Draw PPP Loans starting on January 25, 2021.
- SBA employees and Lenders have received guidance on reapplications or requests for increases for a First Draw PPP Loan that was **approved on or before August 8, 2020**.
- Lenders can obtain the additional processing fee that is due on the increased loan amount (if not previously paid by SBA), and obtain a processing fee on a reapplication.


**Targeted Economic Injury Disaster Loans**
Advance funds of up to $10,000 will be available to applicants located in low-income communities who previously received an EIDL Advance for less than $10,000, or those who applied but received no funds due to lack of available program funding. **Memo available in Spanish:** [https://bit.ly/3sQs1g0](https://bit.ly/3sQs1g0)

**Applicants do not need to take any action at this time.** SBA will reach out to those who qualify directly via email in the coming weeks with instructions to determine eligibility and submit documentation. **All communications from SBA will be sent from an official government email with an @sba.gov ending. Please do not send sensitive information via email to any address that does not end in @sba.gov.**
SBA continues its emphasis on reaching smaller lenders and businesses by opening to approximately 5,000 more lenders, including community banks, credit unions, and farm credit institutions. Moreover, the agency has dedicated service hours for these smaller lenders upon the full opening of the portal to all participating PPP lenders.

Additionally, the SBA has published Loan Forgiveness Requirements and Loan Review Procedures as Amended by the Economic Aid Act as of January 19, 2021. You may access the full PPP Interim Final Rule at: [https://bit.ly/396jpdk](https://bit.ly/396jpdk)

**Tools:**
"How to Calculate" Documents (Multiple Language Translations Available):

**Additional PPP Guidance and Resources:**
- PPP Loan Forgiveness Application Form 3508 (Revised 1/19/21)
- PPP Loan Forgiveness Application Form 3508EZ (Revised 1/19/21)
- PPP Loan Forgiveness Application Form 3508S (Revised 1/19/21)
- Borrower’s Disclosure of Certain Controlling Interests (Released 1/19/2021)

**PPP Hotline for questions:** 833-572-0502
**PPP Forgiveness questions:** PPPForgivenessRequests@sba.gov.
**PPP Origination Policy questions:** 7aPaycheckLoanProgramQuestions@sba.gov.

For more information and updates, visit [SBA.gov/PPP](https://SBA.gov/PPP) or [Treasury.gov/CARES](https://Treasury.gov/CARES)
The Massachusetts SBA District Office is collaborating with the Massachusetts Restaurant Association, Retailers Association of Massachusetts and the National Federation of Independent Business - Massachusetts Chapter to provide an update on the Paycheck Protection Program and a Q&A session on all the latest news related to COVID relief.

**REGISTER TODAY**

Join the **SBA’s Massachusetts District Office on Monday, January 25th at 9am** for an overview on all of the new relief programs available through the recently passed Consolidated Appropriations Act, including:

- PPP Second Draw Key Dates & Changes
- PPP Forgiveness
- Expanded Eligible Expenses
- Shuttered Venue Operators Grant
- Debt Relief Program Extension
- Traditional SBA Lending Modifications
- Repeal of EIDL Advance Deduction

**Featuring Speakers:** Jon Hurst (Retailers Assoc. of MA), Bob Luz (MA Restaurant Assoc.), Christopher Carlozzi (National Federation of Independent Business)


If you are unable to join by video, please just call in by phone:
+1 202-765-1264
Phone Conference ID: 650 221 049
SBA has announced Ascent, an interactive digital platform packed with resources women business owners need to set, and achieve, their business goals. Ascent is designed for the “missing middle” — growth-oriented women entrepreneurs who are beyond the start-up phase and already generating revenue yet looking to grow and scale. Most learning resources for business owners focus on either start-ups or mature businesses. Ascent is here to change that!

During these challenging times, SBA’s Ascent can also help you elevate your business with research-backed tips and strategies. Within Ascent, you can examine both internal (strengths and weaknesses) and external factors (opportunities and threats) that may have arisen because of COVID-19 to help you set up a comprehensive recovery strategy. And Ascent is a resource you can turn to again and again, as your business grows and your needs change.

**Start learning today at Ascent.**

[SBA.govAscent](http://www.SBA.govAscent) was created through a joint initiative between the White House, the U.S. Small Business Administration (SBA), the U.S. Department of Labor’s Women’s Bureau, and the U.S. Department of the Treasury. Bringing these agencies together provides Ascent users with unique access to a wealth of knowledge and expertise not found anywhere else.
Resources for Black, African-American owned Businesses

Resources:
1. Coronavirus Recovery Information in Other Languages

1. SCORE for Black Entrepreneurs - personalized support and mentorship for Black business owners

Funding Opportunities for 2021:
1. Amber Grant for Women - winner selected monthly for $500, one of 12 monthly winners will receive $1000 at end of year
2. Halstead Grant - women jewelry entrepreneurs/businesses to receive $7500 award, and other monetary perks/awards
3. Sector-Specific Relief Grant Program for MA Small businesses impacted by Covid-19
   a. Application opens until Jan. 15th.
   b. Up to $75K (capped at up to 3 months of operating expenses)
   c. Program Details, Eligibility and Required Documentation from Mass Growth Capital Corp.
   d. Apply: [https://bit.ly/3orGpZs](https://bit.ly/3orGpZs)


Grants Search Tool for MA Businesses
- government and foundation grants are currently available through our user-friendly grant search and grant summaries.

MA COVID Business Ready Certification Pilot Program

Exploring Growth Opportunities

Wednesday, February 3, 2021 10am-12pm

Building Sustainable Business (BSB) Webinar Series
10 Modules Total, Upcoming Modules:
- Exploring Growth Opportunities - Wednesday, February 3, 2021 10am-12pm

Register: https://www.msbdc.org/bsb/

If you have questions regarding this training, please contact Ileana Purisic at ileana.purisic@gnemsdc.org.

Basic Entrepreneurial Workshop: Business Fundamentals
Date: Tuesday, January 26, 2021
Time: 10:00 a.m. - 12:00 p.m. EST

Basic Entrepreneurial Workshop: Understanding Business Financials
Date: Thursday, January 28, 2021
Time: 10:00 a.m. - 12:00 p.m. EST

Paycheck Protection Program
Date: Friday, January 29, 2021
Time: 1:00 - 2:30 p.m. EST

Basics of Starting Your Business
Monthly Mondays starting on Feb 1, 2021
Time: 1:00pm - 3:00 p.m. EST
Register: https://bit.ly/35n0skn

Introduction to the State of MA Contracting for Small Biz
Date: Thursday, February 4, 2021
Time: 10:00 - 11:00 a.m. EST
Register: https://bit.ly/3sODuNf

Positioning Your Company to Sell Post COVID-19
Date: Thursday, February 11, 2021
Time: 1:00 - 2:00 p.m. EST

To access statewide MSBDC Training, visit: https://www.msbdc.org/training/

For further webinars, trainings & resources:
- SBA Learning Center
- SCORE Trainings
- WRCOC Calendar
- CWE Online Learning

Brought to you by
Orientación y Recursos Para Pequeñas Empresas

Serie de emprendimiento ofrecida en español (serie de 10 partes)
Fechas: Lunes consecutivos, 15 de marzo de 2021
Hora: 6:00 - 7:30 p.m. est
Ubicación: Webinar en línea
Costo: Gratis

CWE En Español: Pasos para Empezar su Negocio - 25 de Enero
Time: 5:30 PM - 7:30 PM (EST)
Ubicación: Webinar en línea
Costo: Gratis

10 partes incluyen:

- **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

Opciones de Asistencia de SBA

Otros Sitios con Recursos para pequeñas empresas

- [Sitio de SBA](https://www.sba.gov)
- [Amplify Latinx Facebook Page](https://www.facebook.com/amplifylimxn)
- [Black Economic Council Website](https://www.blackeconomiccouncil.org)

Fondos:
The Futures Fund BECMA: [https://bit.ly/3gXGgd5](https://bit.ly/3gXGgd5)

COVID-19 Impact Resources: [https://fbequity.org/covid-19-resources-2/](https://fbequity.org/covid-19-resources-2/)
Contact your SBDC business advisor. We're here and want to help. 508-793-7615.

Share the SBDC website link with a friend, family member, or colleague if they own a business. [https://www.clarku.edu/offices/small-business-development-center/](https://www.clarku.edu/offices/small-business-development-center/)

Like us on our Facebook page [https://www.facebook.com/sbdcatclark/](https://www.facebook.com/sbdcatclark/) for regular updates, tips and ways to connect with our office.

To opt into our weekly newsletter and receive updates from the SBDC at Clark, email sbdc@clarku.edu.

The Small Business Development Center at Clark University is committed to helping your business succeed in Massachusetts. We provide free, confidential, one-on-one business assistance and free or low-cost educational training programs to prospective and existing small businesses throughout the state in order to foster the start, growth, and sustainability of these businesses.

A partnership program with the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAHQ20B0022 through the University of Massachusetts Amherst, Isenberg School of Management. SBDCs are a program supported by SBA and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. By contacting our office and requesting at least two weeks in advance, every attempt will be made to reasonably accommodate persons with disabilities and those who need translation services.