Providing the latest Small Business Support and Updates

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 February 2021

SBA has released PPP approval data through 1/24, feel free to check it out at: https://bit.ly/3aBvuHc

Nationwide there have been 400,580 approvals for $35,017,654,071 with a total of 4,526 lenders participating. In MA, there have been **10,578 approvals for $1,031,477,972**. MA represents 2.6% of total approvals by # and by $'s we are at 2.9% of total funds allocated for this round.

ALL APPLICANTS should continue to review all of the newly posted guidance from Treasury and SBA. For all guidance and the latest, visit: https://bit.ly/2ObFlfe
A Disadvantaged Business Enterprise (DBE) is a for-profit business where socially and economically disadvantaged individuals own at least 51% interest, control management and oversee daily operations.

How to Become a DBE Certified Vendor:
Vendors can apply for certification as minority or women-owned businesses by visiting the MA Supplier Diversity Office (SDO)'s website at: https://bit.ly/3cGOarD

About WRTA Policy:
- Ensures all capital contracts and procurement will be administered without discrimination on the basis of race, color, national origin or sex.
- DBEs shall have an equal opportunity to compete for and participate in Department of Transportation assisted contracts.
- DBE Program Plan for Federal Fiscal Years 2021-2023

About the MA Supplier Diversity Office:
The MA SDO is an agency within the Commonwealth that promotes the development of business enterprises and organizations owned and operated by minorities, including women.

For more information, please visit the WRTA's webpage on DBE: https://bit.ly/2N3EEnO

Worcester Regional Transit Authority
Mass.gov
The goal of this pilot program is for municipalities and organizations to work together to create solutions for recovery in their specific economies.

**Maximum grant per application should not to exceed $250,000.** The project proposal must demonstrate how the organization/municipalities support businesses and communities in stabilizing and/or growing their regional economy with **one or more of the recovery efforts** under Partnerships for Recovery.

**Limitations**
This funding should not be used to fund projects or purposes for which there is already state or federal funding available (i.e. Shared Streets and Spaces Grant Program, Paycheck Protection Program, Small Business Grant Relief programs). In addition, no capital-related projects will be funded.

**Things to Keep in Mind for Grant Proposals**
Grant proposals should define the communities they serve and provide clear performance benchmarks and metrics.

Grant proposals should not encompass areas that have other sources of funding. Any current contracted REDO must specify the specific project or initiative that they want to expand.

**Proposal Deadline: Wednesday, February 10, 2021 by 4:00pm.**
Email Proposal to NHAT.LE@mass.gov
To learn more: [https://bit.ly/2OcZbGX](https://bit.ly/2OcZbGX)
The SBA Shuttered Venue Operators Grant is emergency assistance for eligible venues affected by the COVID pandemic. It was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, signed into law on December 27, 2020. The program includes $15 billion in grants to shuttered venues, to be administered by the SBA’s Office of Disaster Assistance.

Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of $10 million. $2 billion is reserved for eligible applications with up to 50 full-time employees.

Eligible entities include:
- Live venue operators or promoters
- Theatrical producers
- Live performing arts organization operators
- Relevant museum operators, zoos and aquariums who meet specific criteria
- Motion picture theater operators
- Talent representatives
- Each business entity owned by an eligible entity that also meets the eligibility requirements

Other requirements of note:
- Must have been in operation as of February 29, 2020
- Venue or promoter must not have received a PPP loan on or after December 27, 2020

How to Apply: The SBA is in the process of setting up the grant program and is not yet accepting applications. To stay up to date, please visit: https://bit.ly/3txLlis
Email SVOGrant@sba.gov with any questions or additional information.
Other Important Applications/Reminders

**MA One Stop For Growth Program**

The Baker-Polito Administration Community One Stop For Growth Program is accepting applications expressing interest for program consideration. The One Stop Process includes a single application portal to multiple grant programs offered in MA, direct referrals to additional programs and removal of redundancy in program processes and questions.

Expressions of Interest Accepting Applications:
- February 8 – April 2, 2021

Full Application Accepting Applications:
- May 3, 2021 – June 4, 2021


**Mass Cultural Council Grants**

Projects grants provide either $1,000 or $2,500 to support a cultural organization's specific project. The 1-year grant will support cultural projects that benefit the public.

- Projects grantees will receive a grant of either $1,000 or $2,500 to support a specific project.

Applications are due on March 2, 2021 at 11:59pm (ET).

**Recover, Rebuild Renew Series for Cultural/Arts Sector**

This series will be delivered in wide ranging formats, including multi-session webinars, single-topic webinars and meetings, small group and panel conversations, and on-on-one coaching. These offerings are open to all cultural organizations across the Commonwealth, regardless of their funding relationship with Mass Cultural Council. This series is provided at no cost to participants. 2 workshops offered weekly through June 29, 2021.

To learn more and view the full calendar of webinars: [https://bit.ly/2MGXwc6](https://bit.ly/2MGXwc6)
Resources for Black, African-American owned Businesses

Resources:
1. Coronavirus Recovery Information in Other Languages
   b. PPP Loan Forgiveness Application Instructions: https://bit.ly/2KF5f9P

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. The Do You Fellowship - 10 Black and Latinx women innovators with a $5,000 and access to resources and mentorship
4. The Fed Ex Small Biz Grant Contest - 12 businesses will win one of these prizes: $50,000, plus $7,500 in FedEx Office® print services, $30,000, plus $5,000 in FedEx Office print services or $15,000, plus $1,000 in FedEx Office print services
5. Awesome Foundation Grant - Monthly awards of $1000 to one lucky entrepreneur. All you need to do is fill out a simple form at https://www.awesomefoundation.org/en

African-American Grants (Updated & Complete List)
https://bit.ly/3oR0Nms

Backstage Capital COVID-19 Resources
https://backstagecapital.com/together/

Events for Black Business-Owners, Entrepreneurs

Learn more about the History Of Black Wall Street: https://www.tulsa2021.org/history

MA COVID Business Ready Certification Pilot Program
For minority, immigrant, and black-owned beauty salon & barbershop owners in Boston. Program offered in English & Spanish. Learn more and apply at: https://bit.ly/3eTFsnD


Creating Content for Social Media and Newsletters
Wednesday, February 10th from 10AM-11:15AM EST
Register: [https://conta.cc/3tGkYHo](https://conta.cc/3tGkYHo)

So You Want to Become A Consultant
Wednesday, February 10th from 12PM to 1:30 PM EST
Register: [https://conta.cc/2YMXmCq](https://conta.cc/2YMXmCq)

Financial Assistance for Small Biz Impacted by COVID
Thursday, February 11th from 1:00 - 2:30 p.m. EST

CWE Women Supporting Women Workshop
Thursday, February 15th at 5:00 PM

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

How to Open A Biz in MA Legally
Tuesday, February 16, 2021
Time: 10:00 - 11:30 a.m. EST

What You Need to Know About the PPP
Tuesday, February 16, 2021
Time: 10:30 - 11:30 a.m. EST

BHAG: The Power of Goal Setting
Wednesday, February 17, 2021
Time: 10:00 a.m. - 12:00 pm EST

Google My Business: Get Your Local Biz on Google Search & Maps (Part 1)
Tuesday, February 23, 2021
Time: 10:00 - 11:00 a.m. EST

Explore SBA Resources
Tuesday, February 23, 2021
Time: 11:00 - 12:00 p.m. EST

To access statewide MSBDC Training, visit: [https://www.msbdc.org/training/](https://www.msbdc.org/training/)

For further webinars, trainings & resources:
- [SBA Learning Center](https://www.sba.gov/learning-center)
- [SCORE Trainings](https://www.score.org/training)
- [WRCOC Calendar](https://wrococ.org/events)
- [CWE Online Learning](https://www.cwe-inc.org/learning)

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[Center for Women & Enterprise Logo]
Programa de Resiliencia Para Negocios Latinos
Un programa para 25 empresas latinas en Massachusetts, donde recibirás asesoramiento experto personalizado para el desarrollo e implementación de acciones efectivas de resiliencia y transformación de su negocio, además de contar con la opción del acceso a capital.

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

Sitio de SBA
Amplify Latinx Facebook Page
Black Economic Council Website
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.