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

One Stop Platform for all Federal Resources

The official federal resource website for U.S. small businesses affected by COVID-19 has all the relevant federal agency resources, latest news, and search tools for a Small Business Advisor near you, all in one place.

**Special Features:**
- Funding options
- Tax credits and tax filing help
- Health and safety guidance
- Contracting assistance
- Travel and logistics support

Find federal resources for your #smallbiz at: https://www.covid-sb.org
1. Can I apply now?  
Applicants must wait until they receive an email invite from the SBA to apply for the new Targeted EIDL Advance. Businesses and nonprofit organizations that received a previous EIDL Advance in an amount less than $10,000 will have first priority to apply for the Targeted EIDL Advance and will be the first group to receive email invites to the application portal.

The second priority group are businesses and nonprofit organizations that applied for EIDL assistance before December 27, 2020 but did not receive an EIDL Advance because available funding was exhausted in mid-July 2020. [Note: Businesses and nonprofit organizations with COVID-19-related losses can still apply for an Economic Injury Disaster Loan (EIDL), if they have not done so already. More information about the loan program can be found at www.sba.gov/coronavirusrelief.]

2. When will the SBA begin sending email invites to the first priority group?  
The SBA will begin sending email invites to businesses and nonprofit organizations that received the EIDL Advance in an amount less than $10,000 starting on February 1, 2021. It may take several weeks before all emails are sent to businesses in the first priority group so please do not be alarmed if you do not receive your email invite right away. The invite to apply will be sent to the primary contact email address associated with your original EIDL application. 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.

3. When will the SBA begin sending email invites to the second priority group?  
The SBA will closely monitor the rate of applications and approvals for the first priority group and will announce a projected start date for the second priority group at a later date.

4. Does the SBA plan to open up the program to new applications beyond the first two priority groups?  
Currently, there are no plans to open the Targeted EIDL Advance program to new applicants beyond the first two priority groups. The SBA's ability to accept new applications for the Targeted EIDL Advance program will depend on the availability of funds, which the SBA will closely monitor. Any changes to application availability will be announced on www.sba.gov/coronavirusrelief.

Read all the Targeted EIDL Advance FAQs at https://bit.ly/37a0gpv
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:
- System for Award Management (SAM) Registration: https://bit.ly/3tU7FmM
- 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
- See other FAQ's and what you can do to prepare at: https://bit.ly/2ZhI3St

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 and sign up for email alerts at: https://bit.ly/2Z9Pyv1

Email SVOGrant@sba.gov with any questions or additional information.
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
To learn more: https://bit.ly/3oQB4u7

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).
Apply at: https://bit.ly/3pT9TjZ

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
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
Upcoming FREE Webinars

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

Price it Right! Effective Pricing Strategies and Tactics
Wednesday, February 17, 2021
Time: 10:30 a.m. - 11:45 p.m EST
Register: [https://conta.cc/2ZaHXfx](https://conta.cc/2ZaHXfx)

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
Part 2: Tuesday, March 9, 2021
10:00-11:00am EST

SCORE: Social Media Made Simple
Thursday, February 18, 2021
Time: 5:00 p.m. - 6:30 pm EST

Debt Relief Options for COVID-19 Impacted Businesses
Date: Tuesday, February 22, 2021
Time: 9:00-10:00 a.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
- SCORE Trainings
- WRCOC Calendar
- CWE Online Learning

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Opciones de Asistencia de SBA

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

Bookkeeping Workshops en inglés y español
Los negocios sólidos llevan una buena contabilidad. Aprenda los conceptos básicos de la contabilidad para su negocio y haga un plan para implementar o mejorar su sistema.
Registro en línea: [https://mccinvest.as.me/](https://mccinvest.as.me/)

Afro-Latinos in Massachusetts
Análisis y la oportunidad de discutir las implicaciones de ser negros y latinos en los Estados Unidos y las Américas.
Hosted by The Mauricio Gastón Institute for Latino Community Development and Public Policy

10 partes incluyen:
- **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

Sitio de SBA
Amplify Latinx Facebook Page
Black Economic Council Website
Stay Connected

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.

Our Corporate Sponsors

In Partnership With:

[Emails and Addresses are included for sbdc@clarku.edu and 508-793-7615 located at 125 Woodland Street, Worcester, MA 01610, and Mailing: 950 Main St., Worcester, MA 01610.]

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