

ACADIANA BUSINESS RESOURCE WEBINARS

IN COLLABORATION WITH



PLEASE NOTE:

ALL PARTICIPANTS HAVE BEEN MUTED

PLEASE USE THE CHATBOT FEATURE TO ADD QUESTIONS OR COMMENTS

PART 1: DISASTER LOANS AND OTHER SBA RESOURCES

TIME: 9:30 - 10:00 A.M. CDT

PRESENTER:

- **HEIDI MELANCON**, LOUISIANA SMALL BUSINESS DEVELOPMENT CENTER (LSBDC) AT UL LAFAYETTE

PART 2: GETTING YOUR BUSINESS READY TO SELL ONLINE

TIME: 10:00 - 11:00 A.M. CDT

PRESENTERS:

- **DESTIN ORTEGO**, OPPORTUNITY MACHINE
- **TARA GUIDRY**, CAJUN CRATE
- **ANITA BEGNAUD**, DOWNTOWN DEVELOPMENT AUTHORITY
- **STEPHEN VERRET**, SPOONBILL
- **JOHN PETERSEN**, TULA TACOS + AMIGOS & CENTRAL PIZZA + BAR

PART 1: DISASTER LOANS AND OTHER SBA RESOURCES



HEIDI MELANCON

LOUISIANA SMALL BUSINESS DEVELOPMENT
CENTER (LSBDC) AT UL LAFAYETTE



at University of Louisiana Lafayette

SBA's Disaster Declaration Makes Loans Available Due to the Coronavirus (COVID 19)

The U.S. Small Business Administration (SBA) is offering designated states and territories low-interest federal disaster loans for working capital to small businesses suffering substantial economic injury as a result of the Coronavirus (COVID-19).

Upon a request received from a state's or territory's Governor, SBA will issue under its own authority, as provide by the Coronavirus Preparedness and Response Supplement Appropriations Act that was recently signed by the President, an Economic Injury Disaster Loan declaration.



Administrator Jovita Carranza

SBA's Economic Injury Disaster Loan Basics

What businesses are eligible to apply?

SBA's Economic Injury Disaster Loans (or working capital loans) are available to small businesses, small agricultural cooperatives, small aquaculture businesses and most private non-profit organizations

This includes:

- Businesses directly affected by the disaster
- Businesses that offer services directly related to the businesses in the declaration
- Other businesses indirectly related the industry that are likely to be harmed by losses in their community

(Example: Manufacturer of widgets may be eligible as well as the wholesaler and retailer of the product.)

SBA's Economic Injury Disaster Loan Basics

What is the criteria for a loan approval?

Credit History - Applicants must have a credit history acceptable to SBA.



Repayment – SBA must determine that the applicant business has the ability to repay the SBA loan.



Eligibility - The applicant business must be physically located in a declared county and suffered working capital losses due to the declared disaster, not due to a downturn in the economy or other reasons.

SBA's Economic Injury Disaster Loan Terms

How much can I borrow?

Eligible entities may qualify for loans up to \$2 million.

The interest rates for disaster are 3.75 percent for small businesses and 2.75 percent for nonprofit organizations with terms up to 30 years.

Eligibility for these working capital loans are based on the size (must be a small business) and type of business and its financial resources.

How can I use the loan funds?

These working capital loans may be used to pay fixed debts, payroll, accounts payable, and other bills that could have been paid had the disaster not occurred. The loans are not intended to replace lost sales or profits or for expansion.

Economic Injury Disaster Loan Terms

What are the collateral requirements?

- Economic Injury Disaster Loans over \$25,000 require collateral.
- SBA takes real estate as collateral when it is available.
- SBA will not decline a loan for lack of collateral, but requires borrowers to pledge what is available.



SBA's Economic Injury Disaster Loan Basics

What kinds of small businesses can apply?

Examples of eligible industries include but are not limited to the following: hotels, recreational facilities, charter boats, manufactures, sports vendors, owners of rental property, restaurants, retailers, souvenir shops, travel agencies, and wholesalers.



What other criteria is involved?

The applicant business must have a physical presence in the declared disaster area. An applicant's economic presence alone in a declared area does not meet this requirement. The physical presence must be tangible and significant. Merely having a P.O. Box in the disaster area would not qualify as a physical presence.



SBA's Working Capital Loans are Different from Other SBA Loans

SBA's Economic Injury Disaster Loan (EIDLs) funds come directly from the U.S. Treasury.

Applicants do not go through a bank to apply. Instead apply directly to SBA's Disaster Assistance Program at: DisasterLoan.sba.gov

There is no cost to apply.

There is no obligation to take the loan if offered.

The maximum unsecured loan amount is \$25,000.

Applicants can have an existing SBA Disaster Loan and still qualify for an EIDL for this disaster, but the loans cannot be consolidated.

Basic Filing Requirements

- Completed SBA loan application (SBA Form 5 or Form 5C).
 - Tax Information Authorization (IRS Form 4506T)
for the applicant, principals and affiliates.
 - Complete copies of the most recent Federal Income Tax Return.
 - Schedule of Liabilities (SBA Form 2202).
 - Personal Financial Statement (SBA Form 413).
- Other Information may also be requested.

**Although a paper application and forms are acceptable, filing electronically is easier, faster and more accurate.*

The image shows two SBA loan application forms. The top form is SBA Form 5, 'Small Business Administration Loan Application', and the bottom form is SBA Form 5C, 'Small Business Administration Loan Application'. Both forms are filled out with various details, including business information, financial data, and personal information of the applicant.

Additional Filing Requirements

Other information that may be requested:

- Complete copy, including all schedules, of the most recent Federal income tax return for principals, general partners or managing member, and affiliates (see filing requirements for more information).
- If the most recent Federal income tax return has not been filed, a year-end profit-and-loss statement and balance sheet for that tax year.
- A current year-to-date profit-and-loss statement.
- Additional Filing Requirements (SBA Form 1368) providing monthly sales figures. (This is especially important for Economic Injury Disaster Loans.)

Ineligible Entities

What are some of the businesses that are ineligible for an Economic Injury Disaster Loan?

- Agricultural Enterprises -If the primary activity of the business (including its affiliates) is as defined in Section 18(b)(1) of the Small Business Act, neither the business nor its affiliates are eligible for EIDL assistance.
- Religious Organizations
- Charitable Organizations
- Gambling Concerns (Ex: Concerns that derive more than 1/3 of their annual gross revenue from legal gambling activities)
- Casinos & Racetracks (Ex: Businesses whose purpose for being is gambling (e.g., casinos, racetracks, poker parlors, etc.) are not eligible for EIDL assistance regardless of 1/3 criteria above.

How to Apply

- Applicants may apply online using the Electronic Loan Application (ELA) via SBA's secure website at <https://disasterloan.sba.gov/ela>.
- Paper loan applications can be downloaded from www.sba.gov/disaster. Completed applications should be mailed to U S Small Business Administration, Processing and Disbursement Center, 14925 Kingsport Road, Fort Worth, TX 76155.
- Disaster loan information and application forms may also be obtained by calling the SBA's Customer Service Center at 800-659-2955 (800-877-8339 for the deaf and hard of hearing) or by sending an email to disastercustomerservice@sba.gov.

Assistance From SBA Partners

Free assistance with reconstructing financial records, preparing financial statements and submitting the loan application is available from any of SBA's partners: Small Business Development Centers (SBDCs), SCORE, Women's Business Centers (WBC), and Veteran's Business Outreach Centers and local Chambers of Commerce.

For the nearest office, visit <https://www.sba.gov/local-assistance>.



Submit Your Application As Soon As Possible

Recheck the filing requirements to ensure that all the needed information is submitted.

The biggest reason for delays in processing is due to missing information. Make sure to complete all filing requirements before submitting the application and forms.

If more funds are needed, applicants can submit supporting documents and a request for an increase. If less funds are needed, applicants can request a reduction in the loan amount.

If the loan request is denied, the applicant will be given up to six months in which to provide new information and submit a written request for reconsideration.

Any Questions?





Local Contact

**Heidi Melancon, Regional Director
LSBDC at UL Lafayette**

Email: lsbdc.ull@lsbdc.org

Phone: 337-482-6312

Please leave a message with the nature of assistance needed. We are working remotely and will contact you back within 24-48 hours.

SBA Office of Disaster Assistance Contacts for the Public

**For More Information about SBA disaster
assistance programs, go to:**

www.sba.gov/disaster

Or, contact SBA's

Customer Service Center at:

1-800-659-2955 / 1-800-877-8339 (TTY)

Or by email at:

disastercustomerservice@sba.gov

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Experiment with new ideas

"If you can find other services to offer, do it. Since you have holes in your schedule, it's a great time to experiment with new lines of business and see what sticks."

- Mark Cuban



LeauxcalSolutions.com



GET YOUR BUSINESS ONLINE



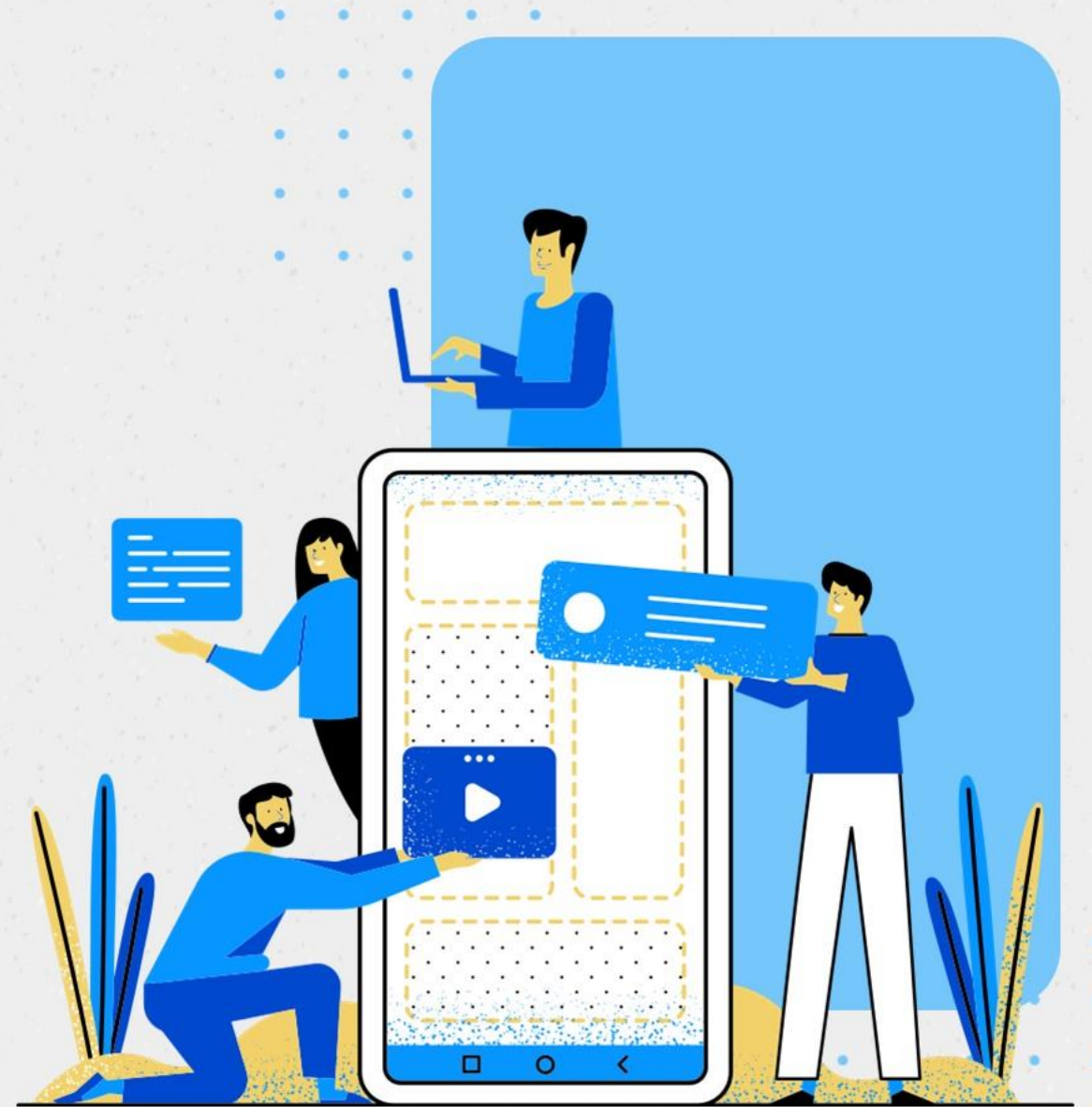
shopify

Extended 90-day free trial



Square



Website starting at \$16/mo
-Free in the month of March



LeauxcalSolutions.com



shopify



Email

tara@cajuncrate.com

Ship to

Tara Guidry
Cajun Crate
5826 Johnston Street Cajun Crate
Lafayette, Louisiana, 70503,
United States

▼

Shipping

^

☐ Free Delivery (within Lafayette Parish)

Free

☒ Free Pickup (Kaliste Saloom)

Free


☐ Priority Mail
2 business days

\$8.14

☐ Priority Mail Express
1 business day

\$23.75

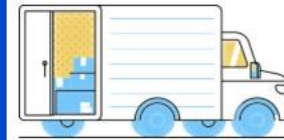
Payment

 1009

▼



Virtual Gift Cards for all plans and customers



Local pickup and delivery
CREATE A LOCAL DELIVERY OPTION



Extended 90-day free trial
TAKE YOUR TIME MOVING INVENTORY ONLINE



Shopify POS now offers in-store or sidewalk pick up for online orders.



LeauxcalSolutions.com




hawksboilup.square.site — Private

STORE PICKUP

Pickup time

☐ As soon as possible

☒ Schedule for later

03/25/20  5:15 PM ▼

Your order will be ready for pickup

Wednesday at 5:15 PM

Hawk's Boil Up
105 Saint Landry Street
Lafayette LA, 70506

Pickup instructions

Pull up in the Rusted Rooster Parking lot and show your order and we will bring it to you.

Next

SELL AND ACCEPT ORDERS ONLINE

The online ordering page automatically integrates with all Square POS apps, Order Manager, and Customer Directory

PROMOTE DIGITAL GIFT CARDS

You can set up a free ordering page to sell digital gift cards. The page allows customers to purchase eGift Cards online and send them to a recipient of their choice (or themselves) via email. eGift Cards can be redeemed in-store and on Square Online Store.

SIDEWALK PICK UP & DELIVERY

You can ship items or take online orders for in-person pickup. Curbside pickup is available now. Square is adding a local delivery feature later this week.

Communicate with your customers

Reassure and communicate with existing customer base via email

Social Distancing means more people on social media!

Make sure your Social Channels are linked to your website.

Post stories on Instagram & Facebook.

Use a support chat channel like Facebook Messenger to answer questions online.

Engage

Don't just sell your customers - get to know them.



Behind the scenes

Let them see the people behind the brand.



Give Thanks

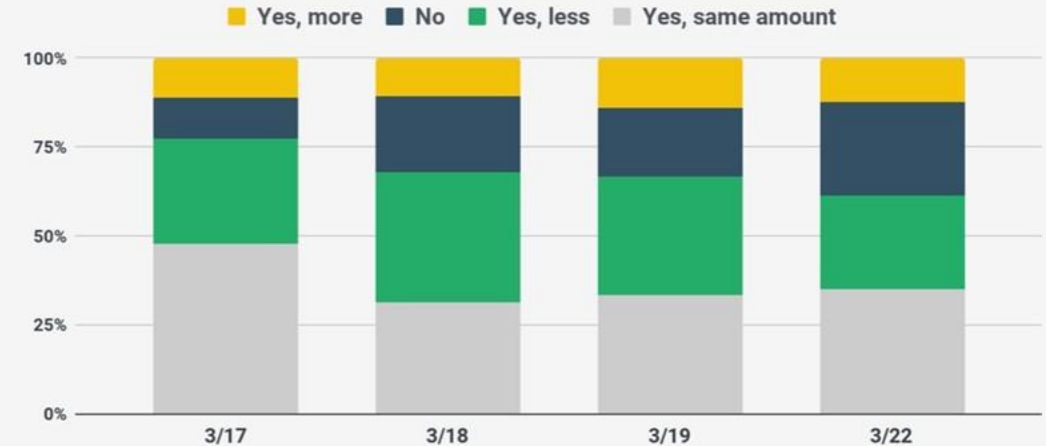
Tell your customers
Thank you! It goes along
ways.

Online Marketing



- Invest in loyalty
- Invest in customer service
- Shift paid ad-spend from Acquisition to Retention
- Less brands are spending on ads but ad views are up with more people online

Are you still spending on ads?



Covid-19 Poll / 03.22.2020



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HOW TO OFFER YOUR CUSTOMERS A UNIQUE EXPERIENCE USING TECHNOLOGY



STAY TRUE TO YOUR BRAND

- ◆ YOUR BRAND IS YOUR IDENTITY.
- ◆ DON'T COMPROMISE IT.
- ◆ USE IT.
- ◆ LET IT ALLOW YOU TO STAND OUT AMONGST YOUR PEERS.
- ◆ IT IS THE REASON PEOPLE GO TO YOUR BUSINESS IN THE FIRST PLACE.



BE FLEXIBLE

- ◆ RIGHT NOW, WE ARE ALL HAVING TO ADAPT AND PIVOT.
- ◆ FOR SOME OF US, THAT MAY MEAN COMPLETELY REINVENTING OURSELVES.
- ◆ DON'T BE AFRAID OF CHANGE.
- ◆ CALL-INS ARE GREAT, BUT THESE DAYS, PEOPLE PREFER BUYING ONLINE.
- ◆ WE SAW A SIGNIFICANT INCREASE IN BUSINESS WHEN WE ADDED ONLINE ORDERING AT SPOONBILL.



BUILDING AN ONLINE SHOP

- ◆GETTING YOUR SHOP ONLINE IS THE MOST IMPORTANT THING YOU CAN DO RIGHT NOW.
- ◆IF YOU USE ANY SORT OF MODERN POS SYSTEM, THEY MOST LIKELY HAVE AN ONLINE VERSION.
- ◆MOST OF THOSE POS SYSTEMS ARE OFFERING DISCOUNTS AT THIS TIME.
- ◆GOOGLE, SHOPIFY, SHOPKEEP, AND MANY OTHER ONLINE STOREFRONTS OFFER RETAIL/ RESTAURANTS THE ABILITY TO SELL ONLINE FAIRLY EASILY.
- ◆CAMERAS IN PHONES THESE DAYS ARE ALL YOU NEED TO TAKE PHOTOS OF PRODUCTS.
- ◆DRIVING PEOPLE DIRECTLY TO YOUR RETAIL SITE IS MORE IMPORTANT THAN ANYTHING ELSE DURING THIS TIME.
- ◆BE INTENTIONAL IN YOUR OFFERINGS. REMOVE UNNECESSARY PRODUCTS FOR NOW.



TALK TO OTHERS

- ◆IT'S EASY TO GET OVERWHELMED IN A TIME LIKE THIS. REMEMBER, THAT WE ARE ALL IN THIS TOGETHER, THE ENTIRE WORLD.
- ◆TALK TO PEERS IN YOUR FIELD.
- ◆ASK FOR HELP AND BE HELPFUL TO OTHERS.
- ◆ASK YOUR FRIENDS AND FAMILY FOR HELP.
- ◆BE THANKFUL YOU LIVE IN SUCH A SUPPORTIVE CITY WHERE WE ARE WILLING TO HELP EACH OTHER.

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Messaging in a Take-Out Only World:

Make it special.

Make it clear and simple.

Highlight the community.

Seek Engagement.

Use your unique voice.



Make it Special.

- Guests still want to be delighted and surprised.
- Everyone's bored!



Make it Clear & Simple

- Don't overwhelm with too many options.
- Highlight individual items that are easy to communicate.



Highlight Community

- Show the team!
- Talk about you suppliers, growers, partners.
- Express your gratitude.



Seek Engagement

- Bring guests into the process:
 - Crowd-sourced specials.
 - Ask guests to share their at-home restaurant set-up.

Use your unique voice.

- Let the CDC use the CDC voice.
- It's ok to have fun (just be cautious and kind).
- Try to communicate through messaging what you can't currently communicate through an in-person experience.



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THANK YOU TO OUR PRESENTERS AND PARTICIPANTS!

IF YOU HAVE QUESTIONS THAT DID NOT GET ANSWERED
OR YOU HAVE FEEDBACK ON TODAY'S SESSIONS,
PLEASE EMAIL **ANDRE@ONEACADIANA.ORG**

THE VIDEO AND SLIDES FROM TODAY'S WEBINARS WILL BE
POSTED SHORTLY AT **ONEACADIANA.ORG/COVID-19-RESOURCES**
AND SHARED BY OTHER WEBINAR PARTNER ORGANIZATIONS

WE WILL BE IN TOUCH ABOUT FUTURE WEBINAR OPPORTUNITIES