



March 1, 2021

You are receiving this newsletter because you are listed in the City of Rohnert Park's Emergency e-Contact Database. The City respects your time and will only send important or time-sensitive information. If you have any questions about the items in this or any other Business Recovery Update, please call the Recovery Section at 707-588-2290 or email recover@rpcity.org. Please also visit the City's Business Resources website, currently under redesign and update.

Dear Business Owners – We at the City of Rohnert Park recognize how difficult this last year has been for so many of you and we have come up with an exciting way to support you! Each year in February, the Community Services Department hosts an event called I Heart Rohnert Park. The event is designed to celebrate all that makes Rohnert Park the “Friendly City”. Typically we offer businesses a free booth space at the event in order to give you an opportunity to share your special niche with the community. Unfortunately, we aren't able to do the event in person this year, but have pivoted to a multi-month I Heart Rohnert Park Mini-Series of events. Some of you may have received a heart from a resident that declared you their “Favorite Local Business” and that was a part of this mini-series of events.

The next segment that is designed to help support you is the “I Heart Rohnert Park Scavenger Hunt.” This will be an app-based event that will send residents on a mission to:

- Learn about Rohnert Park
 - History of RP Trivia
 - Visit historical landmarks
- Visit Rohnert Park neighborhood parks
 - Challenges to get people to visit parks outside their own section
- **Patronize/learn about local businesses** – This is still being developed and we are hoping to get your help to maximize our ability to get residents out in support of you!
 - Examples could include:
- Visit at least three different coffee shops in Rohnert Park and upload a photo of your receipts from each.

- Take a selfie in front of at least three stores that sell power tools. Bonus point if you take a selfie with the owner.
- Get your hair cut at a local salon or barber shop and take a selfie with your stylist.
- And so many more ...

The game will provide participants with missions to complete. Each mission will earn them a set of points. At a certain level of points reached, participants will earn prizes. If participants maximize their points by the end of the game (which will last a minimum of 2 weeks, but will likely last a month), they will be entered into a raffle to win a basket of gift cards to local businesses.

Opportunity for your business specifically:

We are seeking gift card donations for our grand prize raffle. Any business that donates a gift card valued at \$20 or more will be specifically given a mission as part of the scavenger hunt ensuring that participants will learn about or patronize your business. Depending on the number of donations we receive, we may be able to draw more than one name.

If you are interested in donating, please email Brianna Montelongo, Community Services Coordinator at bmontelongo@rpcity.org or call (707) 588-3456. If you have questions, please reach out to me, Cindy Bagley, Deputy Director of Community Services at cbagley@rpcity.org or by calling (707) 588-3452. We look forward to supporting you whether you are able to donate or not. This is going to be an adventure for all of us.

REMINDER!

Application window for NEW Paycheck Protection Program exclusively for small businesses ends March 10.

- The Paycheck Protection Program (PPP) provides loans to help businesses keep their workforce employed during the Coronavirus (COVID-19) crisis. Borrowers may be eligible for [PPP loan forgiveness](#).
- In order to reach the smallest businesses, SBA will offer PPP loans to businesses with fewer than 20 employees and sole proprietors only from Wednesday, February 24 through Wednesday, March 10, 2021. President Biden has also announced [additional program changes](#) to make access to PPP loans more equitable.

1. Find a lender

- [Get matched with a lender](#)
- [Search for lenders in your area](#)

2. Identify a loan

- [First Draw PPP Loans](#): If you have not received a PPP loan before, First Draw PPP Loans are available to you.
- [Second Draw PPP Loans](#): If you have previously received a PPP loan, certain businesses are eligible for a Second Draw PPP Loan.

SBA also offers additional [Coronavirus relief](#).