



CITY OF MONTCLAIR

ECONOMIC DEVELOPMENT

E-NEWSLETTER

January 2022



Happy New Year!

We are so excited to enter a new year, fresh with opportunities and possibilities. We know that 2021 was a tough year, especially for small businesses. The continued pandemic forced businesses to make necessary pivots to overcome the unprecedented challenges. This newsletter is to help you navigate your business through the year ahead.

This month we are pleased to share financial resources, industry advisories, and trainings.

Wishing your business a successful new year,

BUSINESS SPOTLIGHT



5299 Holt Blvd
Montclair, CA 91763



ORDER NOW



Hungry for authentic Mexican food?

Taqueria 2 Potrillos' brand new Montclair restaurant provides customers a taste of authentic Mexican cuisine!

Clients can enjoy their choice of a variety of delicious Mexican dishes, including tacos, tortas, mulitas, birria, menudo, frijoles charros, burritos, etc. all made with a variety of fresh meats (asada, al pastor, carnitas, chorizo, chicharron, buche, tripa, cabeza, lengua, and many more!). 2 Potrillos also has an extensive dessert menu, juices, coffee, and salads.

Place an order today!

Calling all Montclair Businesses!

Looking for ways to promote your business? Montclair's Economic Development Team wants to hear from you!

Be featured in an upcoming edition of our *Montclair Economic Development E-Newsletter* and on our social media platforms. It is your opportunity to share more about your business story, achievements, and new products and services.

To get on our business spotlight interest list, contact us at:
econdev@cityofmontclair.org



Montclair Chamber of Commerce Monthly Networking Breakfast

Network with local entrepreneurs, business professionals, and community stakeholders from various industries representing the Montclair community.

- Showcase your business
- Meet new prospects
- Build relationships
- Connect with the community & City representatives

To receive information about the next Chamber of Commerce Networking Breakfast, contact the Montclair Chamber of Commerce at (909) 985-5104 or through email at info@montclairchamber.com.

[Montclair Chamber of Commerce Membership](#)



Jiffy Lube Grand Opening

Congratulations, Jiffy Lube, for the grand opening of your new Montclair location! □□□□

In attendance to celebrate the Montclair Jiffy Lube Multicare Grand Opening were Mayor Dutrey, City Council, City staff, local, State, and Federal representatives, Montclair Chamber staff, and board members. We are thrilled to have you join our community.

Jiffy Lube Multicare offers complete auto fluid and maintenance, including oil changes, tire services, brakes, batteries, and more. Jiffy Lube Multicare is located at 5533 Holt Blvd and is open Monday through Saturday from 8:00 am - 6:00 pm.



BUSINESS INDUSTRY ADVISORIES

Revised Cal/OSHA COVID-19 Prevention Emergency Temporary Standards

On January 14, 2022, Cal/OSHA updated its fact sheet, "[FAQs on COVID-19 Prevention Emergency Temporary Standards \(ETS\)](#)", to incorporate new guidance from the California Department of Public Health (CDPH) on isolation and quarantine periods and to reflect revisions adopted by the



Occupational Safety and Health Standards

Board. That which went into effect on January 14, 2022, included:

- Investigating and responding to COVID-19 cases in the workplace
- Face Coverings
- Testing and Exclusions
- Return to Work Criteria

To read the press release, [click here](#). To review the updated fact sheet, [click here](#).

Cal/OSHA Consultation Services is hosting two-hour webinars that will cover the changes to the ETS and provide resources. Upcoming webinars:

- Tuesday, February 1, from 9:00 AM - 11:00 AM
- Thursday, February 3, from 9:00 AM - 11:00 AM
- Wednesday, February 9, from 1:00 PM - 3:00 PM

[Register Now](#)



California Barbering & Cosmetology Renewal Fee Waivers

California Governor Gavin Newsom signed an economic relief package in March of 2021 for businesses that were impacted by the COVID-19 pandemic.

The package included waiving renewal fees for licensees of the Board of Barbering and Cosmetology (BBC). Renewal fees due in 2022 for all BBC personal licenses and establishment licenses will be waived. Renewals will be mailed out automatically without a fee.

To ensure that you receive your renewed license, please make sure that your address, phone number, and email address are up to date. To update your information, visit <http://www.breeze.ca.gov/>

California Department of Alcoholic Beverage Control: New Alcoholic Beverage Laws in California

The California Department of Alcoholic Beverage Control (ABC) is providing a summary of new



alcoholic beverage laws that went into effect in 2021 and other laws that took effect in January 2022.

[Click here to read ABC's New Alcoholic Beverage Laws Summary](#)

RESOURCES & FUNDING OPPORTUNITIES



American Disabilities Act (ADA) Financing Program

A loan program for small business in need of financing for physical alterations or retrofits to business facility for compliance with the Federal Americans with Disabilities Act



CalCAP Seismic Safety Financing Program

A loan program for small businesses in need of financing for seismic retrofit construction alterations.



Tire Recycling, Cleanup, and Enforcement Grants

Grants designed to encourage activities that promote reducing the number of waste tires going to landfills for disposal & eliminating the stockpiling of waste tires.



California Competes Tax Credit



CalCAP Collateral Support Program



SBA Debt Relief

Businesses of any industry, size, or location can compete for over \$180 million available in tax credits.



California Rebuilding Fund

Low-interest loans for California small businesses that have been impacted by the pandemic and associated disruptions.

A loan program for small business that lack collateral for a commercial loan.



PPP Loan Forgiveness

Borrowers may be eligible for Paycheck Protection Program (PPP) loan forgiveness.

Debt relief for existing SBA loan borrowers whose businesses have been impacted by COVID-19.



Business Planning & Financial Statements Templates

Templates that can be used as a starting point to create your startup business plan or map out how you will expand your existing business.

TRAININGS & WEBINARS



Qué buscar en un banco

Este seminario revisará lo que debe considerar al buscar un banco que satisfaga sus necesidades comerciales y cómo entrevistar a un gerente de banco para obtener la información que necesitas para tomar una buena decisión.

- 20 January
- 5:00 - 6:00 PM PST
- [Register](#)

Digital Bootcamp

A four-part series to expand your online presence by launching and growing your online e-commerce store. Business owners will develop skills to drive traffic, grow on brand exposure, and reach larger audiences online while developing a strong understanding of the key elements needed to build and expand a robust e-commerce portal for their business.

- 25 Jan. - Feb. 15
- 10:00 AM - 11:30 AM
- [Register](#)

How to Price for Maximum Gain

One of the critical decisions you will make is to price your products and services. Pricing your products right is key to obtaining a competitive advantage and growing your bottom line. This workshop will cover the following areas:

- Value Creation, Capture, and Sustainment
- Cost vs. Pricing
- Whole vs. Online vs. Retail
- Value Proposition
- Perceived Value (Brand presentation)
- Price concepts (Sensitivity, Elasticity, Discrimination, Bundling, Structure)

- 26 January
- 10:00 AM - 11:00 AM
- [Register](#)

- Discounts and Allowances
- Types of pricing (Volume, Transactional, Cost plus, Recurring, Line Item, Fixed, Variable, etc.)
- Price Competition Matrix
- Price Quality Quadrant Analysis

Client Management for Business Growth

Client management is key to your business growth. BUT are you struggling to win and retain clients? Do you have a process to handle clients' flow effectively? How are you staying top of mind with your current clients? In this webinar, we will discuss key success factors to:

- The basics of saying no and still growing your business
- How to handle the first client call/email and increase your conversion rate
- Set yourself up for success

- ☐ **26 January**
- ☐ **6:00 PM - 7:00 PM**
- ☐ [Register](#)

Social Media Marketing

A presence on social media can be critical. Join us for this course will discuss social media marketing basics and strategies:

- What is Social Media Marketing?
- Getting Started
- Hashtags and How to Use Them
- Creating a Strategy
- Running Campaigns

- ☐ **27 January**
- ☐ **1:00 PM - 3:00 PM**
- ☐ [Register](#)

Production Photography: The Basics & Effective Photo Editing

This webinar will cover the basics of product photography on a budget, essential camera advanced settings, lighting setups, creating low-cost alternatives, scenes, and composing an image. The webinar will also cover editing techniques to make your images presentable. We will discuss programs and equipment, and begin editing examples of client images

- ☐ **28 January**
- ☐ **11:00 AM - 12:00 PM**
- ☐ [Register](#)

Social Media - How to Use Content Calendaring to Increase Sales with Your Clients

During the session, you'll learn how to use a social media calendar to communicate effectively with your clients, which will lead to additional sales. We will walk through when and how often to communicate, maximize messaging for sales increase, and what free tools you can use to create, manage, and message out.

- ☐ **2 February**
- ☐ **12:00 PM - 1:00 PM**
- ☐ [Register](#)

Ask the CPA 2022 - Tax Advice for Your Small Business

During this webinar, CPA Micah S. Frain will answer your tax-related questions and concerns.

- ☐ **3 February**
 - ☐ **1:00 PM EST**
 - ☐ [Register](#)
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Small Business Resilience-How to Sharpen Your Focus & Decrease Stress

In this webinar Founder & CEO of MYRetreat Inc., Melissa Mueller-Douglas will demonstrate how you can improve your resiliency and sharpen your focus with an experiential learning technique called mindful eating.

- 8 February
- 1:00 PM EST
- [Register](#)

Loans for Your Small Business (Ontario)

Are you seeking funding for your small business or have you been affected by COVID-19? Join us to learn about the funding options that are available to you, where to start, and how to qualify. Learn from a former underwriter the language of finance (cash flow, collateral, credit). Additionally, we will discuss current relief funding options related to the COVID-19 pandemic.

- 9 February
- 9:00 AM - 11:00 AM
- [Register](#)
- **4th Sector Ontario**
404 N Euclid Avenue
Ontario, CA 91762

The 7 Secrets to Mastering Your Sales Pitch

Studies show that most sales communication fails to perform in the first meeting. Still, even worse, it collapses when your audience tries to "re-tell" your message to other key decision-makers in the vital "second meeting."

Can you engineer communication in a way that will make it more robust and memorable in the first meeting and, more importantly, allow it to survive the "re-tellability test?"

- 10 February
- 1:00 PM EST
- [Register](#)

E-Commerce Technology - Level Up or Level Off?

In this session, FedEx Services Customer Technologies manager Christina Roushakes will share expertise on the need to re-platform technology, shipping systems, and solutions, and dive into order and warehouse management options to grow your business.

- 24 February
- 1:00 PM EST
- [Register](#)

3 Tax Saving Secrets Every Company Needs to Know

In this webinar, we'll cover how to check if you qualify for the Employee Retention Tax Credit BEFORE it expires at the end of the year, without doing a ton of research yourself.

We'll even show you insider secrets on how to select the ideal tax credit & incentive expert for your unique situation!

- 17 March
- 1:00 PM EDT
- [Register](#)

Packaging Tendering - How Pickup and Drop-Off Make a Difference to Your Bottom Line

FedEx Services Alliances Marketing Director Brian Dunagan discusses how to maximize your profits by utilizing the best method of package pickup and drop-off for each order, packaging types and services

available at Retail network locations, and consultations for cost-effective packaging solutions. You'll learn about:

- Drop-off at Retail and Returns services
- On-call package pickup
- Scheduled package pickup
- Fees associated with pickup and how to save money with drop-off
- The advantages of drop-off, include more hours to take and fill orders each day, and more income for you
- Packaging services at retail networks—solutions for every type of shipments, such as sustainable packaging and customized packaging

□ 24 March

□ 1:00 PM EDT

□ [Register](#)

IN CASE YOU MISSED IT



What Small Businesses Need to Know About Cybersecurity



Business Bookkeeping Basics



Understanding Cash Flow - A Critical Component to the Life of Your Business

SBA Online Learning Center

U.S. Small Business Administration's (SBA) online learning programs are designed to empower and educate small business owners every step of the way.

Whether you're looking to start a small business or expand your current one, SBA's digital learning platform has everything you need to educate yourself on entrepreneurial best practices and available financing options.

SBA Learning Platform Courses:

- Plan: Research, plan, and document your ideas
- Launch: Turn your business plan into a reality
- Manage: Master day-to-day operations to run your business
- Market: Understand your competition and strategies to win customers
- Grow: Expand by finding new funding, customers, and locations

[Visit SBA's Learning Center](#)



ORANGE COUNTY
Small Business Development Center



U.S. Small Business
Administration

AVAILABLE COMMERCIAL PROPERTIES



FOR LEASE

8900 Benson Ave - Benson
Commerce Center

Property Type: Class C Flex/Light
Distribution

Building Size: 15,894 SF



FOR SALE

10340-10360 Central Ave

Property Type: Storefront Retail/Office
(Strip Center)

Land Area: 0.65 AC

For more information, visit our
[Economic Development Publications](#)

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[page](#).

In cooperation with area brokers, Montclair's Economic Development Team can assist businesses interested in locating commercial, industrial, office, and vacant sites with online custom site searches within the City. Additionally, the City provides monthly reports, generated by CoStar Group, containing contact information for properties currently available for lease and purchase.

Customized property reports (please include property address) can be requested by email to tmartin@cityofmontclair.org.



ECONOMIC DEVELOPMENT DEPARTMENT

Our team is ready to assist with your business needs.

(909) 625-9408 | econdev@cityofmontclair.org

