

COVID-19 Response Strategies for Businesses



Stay Connected

Check back frequently with the City's business and employee assistance page for ongoing updates on additional resources and information, including SBA disaster relief loans: burienwa.gov/covidbiz

Follow City of Burien's Economic Development social media at facebook.com/BurienEconDev and instagram.com/BurienEconDev for more resources, updated information, and to connect with residents and the Burien business community.



Apply Infection Control Measures

- Place posters that communicate best practices for hygiene and insist on frequent handwashing.
- Provide soap, water, and alcohol-based hand rubs in multiple locations.
- Supply tissues and no-touch waste bins.
- Routinely clean commonly touched surfaces.
- Continue to practice recommended King County Public Health and safety protocols.



Plan to Separate Sick Employees

The Center for Disease Control (CDC) has issued new recommendations to mitigate COVID-19 transmission specific to Seattle-King, Pierce and Snohomish Counties. These guidelines instruct all workplaces to implement daily health checks for employees that includes screening for fever and respiratory symptoms. *Any employee experiencing a fever or respiratory symptoms should not report to work and notify their supervisor.*



Communicate with your Audiences

Be proactive and transparent in communications and responsive to your different audiences.

Employees: Communicate Washington Employment Security Department (ESD) options with your employees should there be a disruption in employment. ESD program criteria has been temporarily relaxed/expanded for sickness and temporary layoffs and costs reduced for businesses. Learn more: <https://esd.wa.gov/newsroom/covid-19>

Landlords, Suppliers, Utilities, Lenders: Communicate early and often regarding any challenges you may have.

Customers: Get the word out on social media and marketing channels about any changes in your operations or hours so that customers know how to continue to support you. Provide pictures and personalized communication.

Actively promote gift cards to your customer base: Encourage that gift giving spirit in your customer.

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Offer services online or by delivery: Ensure customers can access your products and services online and through meal or other delivery apps, if possible.

Keep community informed: Alert the Burien community and local social media groups (Facebook group, *Burien Strong: United Against COVID-19*) of what you are doing to keep them safe and make buying your product or service as easy as possible.



Assess your Essential Functions

- What jobs are needed to carry on day-to-day activities?
- Who are your key partners, suppliers, and contractors?
- What raw materials does your business need to function?
- How will your business adjust if resources are constrained?
- Can you cross-train employees to mitigate operational impacts?
- Look at your products and services through the lens of your consumer. How can your company help your customer at this time?



Document Economic Impacts on your Business

- Keep records and documentation that could be required for insurance claims or potential relief programs in the future.
- Track the duration, nature, and financial impact of the pandemic on your business (e.g. customer traffic, supplier disruption, employee leave, revenue numbers).



Check your Business Insurance Coverage

- Call your insurance provider to learn if you have Business Interruption Insurance.
- If you do have it, follow policies carefully for documenting economic impacts on your business (e.g. customer traffic, supplier disruption, employee leave, revenue numbers).



Tax Deferral

City of Burien B&O Taxes. The City of Burien is offering a 90-day deferment of B&O taxes for businesses impacted by COVID-19.

Federal Taxes. Income tax filing and payment deadlines for individual returns are being automatically extended until July 15, 2020 for up to \$1 million of their 2019 tax due. The IRS reminds individual taxpayers that everyone is eligible to request a six-month extension to file their return. This payment relief applies to all individual returns, including self-employed individuals, and all entities other than C-Corporations, such as trusts or estates. IRS will automatically provide this relief to taxpayers.

For more information on King County's response to COVID-19, visit: kingcounty.gov/covid

For more on WA State's support for businesses & workers, visit: coronavirus.wa.gov/business-workers