



MILWAUKEE
JEWISH FEDERATION

Re: COVID-19 SMALL BUSINESS RESOURCES
Date: Monday, June 15 – Friday, June 26, 2020

This memo is a daily synthesis of critical information and trends about the pandemic that are relevant to the Milwaukee Jewish Federation's work of caring for the needs of the Jewish people. While the information is intended for use by MJF leadership, we are also sharing it with other community leaders. If you have questions, please contact Anna Goldstein at AnnaG@MilwaukeeJewish.org or 414-390-5733.

Local Funding Resources

- **Apply for a MMAC Rebuild and Revitalize grant.** MMAC's Community Support Foundation has established a fund to provide **immediate short-term grants to recapitalize businesses damaged** during the recent demonstrations by helping fund physical repairs, replace inventory and meet other pressing needs. Has your business been affected? [Apply today](#). If you have any questions, please contact [Marjorie Yoshida](#) at 414-287-4126.
- **Gener8tor Accelerator Studio** is offering an opportunity for U.S. start-up companies and individuals to participate in a **16-week business accelerator program**. **Participating companies will benefit from cash investments, access to staff interns, software deals and perks, mentor support, and follow-up capital support.** The program promotes growth of all types of businesses, including software, IT, web, SaaS, life science, medtech, e-commerce, and hardware. The gener8tor Accelerator Studio is an intensive, 16-week program during which gener8tor partners with entrepreneurs to co-found and launch startups from scratch. **Selected co-founders receive \$100k in investment capital** and work closely with gener8tor staff to build, design, launch and iterate new products/services. Gener8tor Accelerator Studio 2020 Cohort will take place in **Milwaukee and Beloit, WI from Thursday, August 27 through Thursday, December 17, 2020**. Co-Founders may be selected to execute on product/service concepts internally incubated by gener8tor; conceive of and execute on brand new product/services concepts; or collaborate with gener8tor's Project North corporate partners on devising a new startup from scratch. This program may be suited for applicants who currently work at a startup, just left one, are eager to spin out of their corporate role, or are simply talented and eager to build. **Application deadline is Wednesday, July 26 at 11:59 pm CT.** [Learn more about the program](#). Attend [virtual](#) or [in-person office hours](#). For questions, contact Managing Director Ben Stanely at ben@gener8tor.com. Call 414-502-8880 with questions. [Apply online](#). Accepted startups receive:
 - \$100k and 16 weeks of mentorship-driven programming
 - \$20,000 cash investment in exchange for 6-7% common stock equity
 - \$80,000 of guaranteed follow-on capital from gener8tor (uncapped convertible note)

- Access to staff interns (development, design, marketing, social media, journalism, business development, sales and more)
- \$1M+ in deals and perks from vendors like IBM Cloud, Rackspace, Amazon, PayPal, Zendesk, and Microsoft
- Support from gener8tor team and network of alumni and mentors

National Funding Resources

- The Small Business Administration is **reopening its [Economic Injury Disaster Loans, or EIDL program](#)**, allowing **businesses and nonprofit organizations with 500 employees or fewer to apply for low-interest assistance and an emergency advance grant of up to \$10,000.**¹ The advance, based on a company's headcount (**\$1,000 per employee**), doesn't have to be paid back. The loan program predates the pandemic and is separate from the Paycheck Protection Program, which is still accepting applications **until Tuesday, June 30.** [The SBA had previously halted most EIDL applications](#) after overwhelming demand. Here's what to know about the loan program's grand reopening:
 - **These loans may be used to pay debts, payroll, accounts payable and other bills** that can't be paid because of the disaster's impact, and **that are not already covered by a PPP loan.**
 - The **interest rate is 3.75% for small businesses and 2.75% for nonprofits.**
 - The SBA offers **loans with long repayment terms, up to a maximum of 30 years.**
 - [Visit the portal on the SBA website](#) for more information on how to apply.
 - **Previous applicants will continue to be processed on a first-come, first-served basis.**
- **A [revised application for PPP loan forgiveness](#), which is more "borrower-friendly" is [now available](#).** The new version of the forgiveness application asks borrowers to **show at least 60% of their PPP funds were spent on payroll costs, rather than the original requirement of 75%.** In addition, a separate form, **dubbed by the SBA as the "EZ version,"** was introduced to streamline the process for certain borrowers. The EZ application asks borrowers to **perform fewer calculations and provide less documentation.** The EZ Application can be used by:
 - Those who are **self-employed** and have no employees.
 - Those who **did not cut back pay for their employees by more than 25% and did not reduce their head count or workers' hours.**
 - Those who **saw a drop-in business activity** because of health directives related to COVID-19 **and did not cut back employee's pay by more than 25%.**
- [Additional business owners are now eligible for PPP loans](#) after federal officials altered its stance on a borrower's criminal history. Previously, the U.S. SBA held that borrowers were ineligible for the COVID-19 relief program if in the last five years they were

¹ <https://www.fastcompany.com/90517413/sba-disaster-loans-and-emergency-grants-are-back-heres-what-small-businesses-need-to-know>

convicted, pleaded guilty, pleaded nolo contendere or were on parole or probation for any felony. The rule applied to any individual who owned at least 20% of the equity in the applicant business. As of Friday, the SBA and U.S. Department of the Treasury revised that guidance and reduced the timeframe to one year for non-financial felonies. The look-back period remains five years for felonies that involve fraud, bribery, embezzlement or a false statement on a loan application or an application for federal financial assistance.

- [BWC Capital's Economic Development Infrastructure Fund](#) offers loans to U.S. minority-owned businesses negatively affected by the COVID-19 pandemic and/or the racially fueled social unrest across the nation. Funding is intended to support small businesses in communities of color to succeed and grow, providing further employment opportunities within the communities. The program is established to help businesses of color that have been forced to temporarily close or reduce business activity due to the COVID-19 pandemic and/or physically damaged or suffered stagnant business operations due to the economic harm caused by the civil unrest across the country amid continued racial equity. Unlike most bank loans or grants, the BWC+invest is a patient capital program where BWC Capital will make a financial investment in businesses of color with **no expectation of immediate repayment**, to give the enterprise time to stabilize hence the three years of patient capital. **Loans will be a minimum of \$10,000 and have a 3-year repayment period.** The program is designed to provide a loan to businesses of color with at least one year of operation, more than two full-time equivalent (FTEs) employees and an established track record for producing enough cash flow to support loan repayment within a three-year period to meet the requirements of the up to 50% loan forgiveness guidelines. **The deadline for submission is Wednesday, July 1.** Completed applications will be **reviewed within 24-72 hours after submission and provided an approval or disapproval status within one week.** [Apply online.](#) For more information email info@bwccapital.com or call 336-691-5786.
- CERF+ - the Artists Safety Net announced the launch of a **COVID-19 Relief Grant program** to provide financial assistance to artists working in craft disciplines who are facing dire circumstances from the COVID-19 crisis. As part of CERF+'s broader COVID-19 crisis response strategies, **this special program will provide one-time \$1,000 grants to meet urgent food, housing, and/or health insecurities. The application opens on Wednesday, July 8 at 9 am ET.** The grants will be awarded in two cycles: **the deadline for the first round will be Wednesday, July 29 at 5 pm ET, and the second will be Wednesday, September 9 at 5 pm ET. Notifications will be made to grant recipients for the first cycle of funding between Friday, August 7 – Wednesday, August 12.** Priority will be given to eligible artists who have traditionally been underserved by the grantmaking community including people of color and folk and traditional artists. [Learn more](#) about eligibility guidelines, key dates, review process and selection criteria, and FAQs.
- [Behind the Scenes \(BTS\)](#) offers grants to U.S. and Canada entertainment-sector workers who have been hospitalized with COVID-19. Funding is intended to address the financial needs of those whose major source of income includes being behind the

scenes in a performance venue, behind the camera, or on the road. Grants are also available for working companies that are directly involved in supplying entertainment technology produces, and services, such as dealers, manufacturers, production companies, and design firms. **Applications are accepted on an ongoing basis. Grant decisions are generally made within a few days of receiving a completed application.** You may receive a telephone call from a member of the Review Committee or their representative if there are further questions about your situation. If a grant is awarded, you will be contacted immediately to coordinate delivery of the grant. An application may be submitted on behalf of an eligible person by a spouse or domestic partner, a legal guardian or a person acting under a valid power of attorney or other legal authority. In extreme situations an application may be submitted by a close friend or colleague on behalf of the eligible person. Email applications to info@btshelp.org, fax to 646-413-2308, or mail to 630 Ninth Avenue, Suite 609, New York, NY 10036. Contact [Lori Rubinstein](#), Executive Director at 212-244-1421 with questions. [Behind the Scenes has three types of grants:](#)

- **The Basic Needs Grant:** For entertainment technology professionals who are seriously ill or injured and are seeking assistance with basic living expenses (such as rent or mortgage, property taxes, utilities, insurance and transportation) or for medical expenses (including health insurance, doctor and hospital bills, medication, physical therapy, home health care, and medical equipment. This grant is also appropriate if the eligible person has an immediate, dependent family member who is seriously ill or injured. [Apply for a Basic Needs Grant.](#)
- **The Counseling Grant:** For entertainment technology professionals who would like to initiate or support ongoing counseling or participate in an in-patient or out-patient recovery program. [Apply for a Counseling Grant.](#)
- **The Funeral Assistance Grant:** For immediate family members of an entertainment technology professional who has passed away and assistance with funeral costs is needed. [Apply for a Funeral Assistance Grant.](#)
- [We Need Diverse Books' \(WNDB\) Emergency Fund for Diverse Creatives in Children's Publishing](#) offers grants of up to \$1,000 to U.S. individuals to mitigate losses due to the COVID-19 pandemic. Funding is intended to support illustrators, authors, and other professionals in the field of children's literature. Eligible applicants have been impacted financially by the crisis due to income loss. Writers and/or illustrators must be traditionally published in children's literature and must demonstrate a financial need due to cancelled festivals, school or library visits. Publishing professionals who have been furloughed or laid off must have held a position that focused on children's literature. Positions include but are not limited to editors, agents, publicists, designers, and sales positions. Applicants must identify as one or more of the following: Person of Color, Native American, LGBTQIA+, Person with a disability, or Marginalized religious or cultural minority. **All applications will be kept confidential. WNDB will not list the recipients publicly. Applicants should receive a response in 14-21 days upon receipt of their application.** To ensure that the selection committee has the time to review each submission with care, **WNDB must cap the first round of applications at 70.** WNDB plans to open to more applicants after they have completed this round. Given

the volume of applications, WNDB will not be able to respond to individual inquiries about the status of your application. If you have any questions, please reach out to emergencygrant@diversebooks.org. Review [Submission Guidelines](#) and [FAQs. Apply here.](#)

- The Federal Reserve is [considering opening a low-interest loan program](#) intended for businesses to small and midsize nonprofits. **Organizations with 50 to 15,000 employees would be eligible for loans of \$250 million to \$300 million.** The lending would go through banks, which would then sell the loans to the Fed. To qualify, nonprofits would have to have been in business for at least five years and have endowments of no more than \$3 billion.
- Some small businesses may be able to get a second PPP loan [if legislation introduced last Thursday in Congress becomes law](#). **The Prioritized Paycheck Protection Program, or P4, Act** would allow some small businesses that have already exhausted their PPP loans, or are on track to do so, to apply for a second one. The program would be open specifically to small businesses with fewer than 100 employees, including self-employed and sole practitioners, and whose revenue dropped at least 50% because of the ongoing COVID-19 pandemic. Publicly traded companies are explicitly barred from tapping into any additional loan funds. The PPP's original inclusion of public companies in the program earlier this year caused a backlash after several well-known national brands received PPP loans. Under this new legislation, restaurants and other franchise-operated businesses can apply for additional funds as long as individual locations don't exceed the employee cap and the second loan doesn't exceed \$2 million. Some nonprofits are eligible, specifically the same 501(c)3 organizations that were eligible under the original PPP. It is unclear how likely passage is for this legislation. Congress has shown a willingness to alter key components of the original PPP, but the HEROES Act, which the House passed in May, has not been taken up by the Senate.

Local Resources

- **The application for Active Streets for Businesses will go live the morning of Wednesday, June 17 at www.Milwaukee.gov/dpw.** Active Streets for Business is a **no fee pilot program** allowing restaurants and bars to apply to expand their seating accommodations by using sidewalks, parking lanes, and travel lanes for outdoor dining while adhering to proper physical distancing. The city-wide program follows the Milwaukee Health Department's guidelines in Moving Milwaukee Forward. It builds on previous programs under the Department of Public Works, including free Restaurant Carryout Zones and the waiver of fees for parklets that utilize public right of way to give businesses more flexibility as they deal with challenges during COVID-19. Applicants must attach a site plan to the application with the proposed layout of the outdoor dining area. Bar and restaurant owners can also learn more about how to safely return to service with Mayor Tom Barrett's June 9 [Moving Milwaukee Forward Webinar](#). The proposed dining area must:

- Comply with health requirements intended to slow or prevent the transmission of COVID-19.
- Have tables and chairs that are removeable and must not restrict the pedestrian flow in-and-out of a building.
- Comply with all state and local ADA guidelines including access ramps and furniture selection.
- Browse events or list your own with WEDC's new [COVID-19 Business Recovery Events Calendar](#). As organizations throughout Wisconsin plan and host events to help businesses recover, this calendar collects them in one central place.
- The Wisconsin Department of Trade and Consumer Protection [provides resources](#) for reopening and expanding services for restaurants and retail businesses while reducing the risk of COVID-19.
- The Wisconsin Department of Health Services [provides resources](#) on COVID-19 for businesses, employers, and workers, and includes information about employer-based outbreaks.
- Wisconsin business associations are [seeking support for a state law](#) to protect companies from employee or customer lawsuits if they take reasonable precautions against spreading COVID-19 in the workplace. The Civil Justice Council, a coalition of Wisconsin business associations, is seeking support for the concept among state legislators. With the Legislature out of session, there is no certainty when a bill could be introduced and considered. Governor Tony Evers said it may be possible to convene a special legislative session to discuss changes to the state budget due to revenue losses caused by the pandemic. As companies reopen, human resources directors and owners are pondering how much is enough to protect employees in terms of health, and the business in terms of legal liability.
- Central Office Systems, a technology company in Waukesha, [has begun deploying an internet-connected contactless device](#) that can scan a person's temperature before entering a building, a tool many companies have now become interested in using given the COVID-19 pandemic. The product, called the Pyrezia Kiosk, can scan a person's temperature, with or without them wearing a face mask, with an accuracy of 0.03 degrees Fahrenheit. It can integrate the temperature scan to all types of employee and customer entry systems, meaning it can connect to a door system and open if people are cleared. It also comes with email and text notification, facial recognition matching, and is HIPAA compliant. The kiosk can also detect asymptomatic individuals with low-grade fevers. Central Office Systems, which also acts as a distributor, dealer, installer and maintenance service provider of the device, has also taken orders for the kiosk, which costs just under \$5,000, and has also begun deploying the devices. The kiosks can also be used to scan temperatures for possible flu infections, along with using its facial recognition capabilities for security purposes.

- There are still pockets of hiring as job seekers in southeastern Wisconsin give each other support.² [40Plus of Southeastern Wisconsin](#) is a job seekers' advocacy group for mid-career professionals. The nonprofit has been in the region for more than 30 years and has weekly meetings and workshops aimed at helping people find employment. [There's hiring taking place](#) in retail, construction, health services and manufacturing. An increasing number of people are looking at career changes. Job-seeker support groups, like 40Plus and Professional Opportunities Networking Group (PONG on LinkedIn) are valuable resources, especially now when it's difficult to get face-to-face meetings with prospective employers.
- Milwaukee County Department of Health & Human Services (DHHS) is **seeking input for the 2021 Budget**. It has been a difficult budget year and DHHS wants to hear from the public ideas on how to be as effective and efficient as possible. On the [DHHS website](#), there is a link to a short survey and the opportunity to provide comments.
- As Wisconsin starts to reopen, we must stay safe and continue to protect ourselves and others in our community from COVID-19. Keep yourself, your loved ones and our community safe by following public health guidelines and taking protective measures. Visit [StaySafeMKE.org](#) for tips on how to stay safe and the latest information on testing. You can also download Stay Safe graphics to show your support and encourage others to #StaySafeMKE.
- The North Shore Health Department with the collaboration of UW-Milwaukee Zilber School of Public Health is **conducting a community survey** to learn how the residents of the North Shore feel about the response of the NSHD to the COVID-19 pandemic. The ultimate goal is to learn how the NSHD can improve their response in future emergency situations. The survey is online and can be accessed with this [link](#).
- Wisconsin state regulators are [pushing to give federal pandemic aid to laid-off Wisconsinites with disabilities](#). The state Department of Workforce Development is asking the U.S. Department of Labor to allow it to issue Pandemic Unemployment Assistance (PUA) – a program under Congress' disaster stimulus bill – to unemployed workers who also receive federal disability benefits.

National Resources

- [Review current testing data](#) in the U.S. from the CDC.
- A bipartisan initiative is underway in Congress to establish a [\\$120 billion relief fund for independent restaurants](#) in the wake of the coronavirus pandemic. **The Real Economic Support That Acknowledges Unique Restaurant Assistance Needed to Survive (RESTAURANTS) Act of 2020** was introduced in the House on June 15 by a bipartisan coalition. The legislation is billed as a “restaurant stabilization grant program” and is specifically for independently owned restaurants. The Independent Restaurant Coalition (IRC), formed in the wake of the pandemic, has been a proponent of such a relief fund.

² https://www.jsonline.com/story/money/business/2020/06/13/support-groups-unemployed-pandemic-covid-19-job-assistance/3177171001/?utm_source=jsonline-Daily%20Briefing&utm_medium=email&utm_campaign=daily_briefing&utm_term=hero

The IRC recently released a study that found 85% of independent restaurants are likely to close by year's end without such fund. Restaurateurs have contended that PPP doesn't meet their needs – the criteria for loan forgiveness include spending 75% of the loan on payroll and 25% expenses, while maintaining the same number of employees that the business had a year prior; or 60% payroll and 40% other expenses. Those requirements were difficult for restaurateurs to meet during the pandemic.

Agency Resources

MJFLA

- The Milwaukee Jewish Free Loan Association offers confidential, interest free loans for any purpose to people who find themselves in a time of financial need. [Learn more](#) or call 414-961-1500.

Reopening Recommendations and Best Practices

- The [CDC's Communication Resources](#) contains links to Guidance documents, videos, print resources, a digital press kit, and more COVID-19 related communication resources.
- The CDC [issued guidance for individuals and groups](#) who may be considering attending gatherings this summer.
- As more workplaces begin to reopen, the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) is reminding employers that worker safety remains a priority amid both coronavirus and common workplace hazards. Employers should be aware that the pandemic might increase employee stress, fatigue and distractions and should consider these factors in planning their employees' return to work to ensure operations resume in a safe and healthful manner. Employers should also carefully plan before attempting to increase production or tasks to make up for downtime to avoid exposing employees to additional safety and health hazards. As part of their reopening plans, OSHA recommends employers provide workers with "refreshers" on safety and health training and address maintenance issues they may have deferred during a shutdown. Employers should also revisit and update standard operating procedures and remember that exposures to hazards may increase during shutdown and start-up periods. OSHA's guidance for employers also includes FAQs related to coronavirus in the workplace such as worksite testing, temperature checks and health screenings, and the need for PPE. This guidance is intended to accompany the U.S. Department of Labor and U.S. Department of Health and Human Services' previously developed [Guidance on Preparing Workplace for COVID-19](#). OSHA is providing coronavirus-related guidance to help employers develop policies and procedures that address the following issues:
 - [Workplace Flexibilities](#);
 - [Engineering and administrative controls, safe work practices, and personal protective equipment](#);

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- [Training workers on the signs, symptoms and risk factors associated with coronavirus;](#)
- [Basic hygiene and housekeeping practices;](#)
- [Social distancing practices;](#)
- [Identifying and isolating sick workers;](#)
- [Return to work after worker illness or exposure;](#)
- [And anti-retaliation practices.](#)
- The CDC [published guidance](#) for those who may be considering travel within the U.S.
- [Serv Safe is a short training video for service workers](#), including those working in delivery and take-out to become COVID-19 safe certified. While it's not required, these printable certificates may help bring peace of mind to your customers. Check out the training videos.
- The CDC [offers guidance](#) for monitoring and evaluating community mitigation strategies for COVID-19. Monitoring and Evaluation findings can be used to inform decision-making about strengthening, focusing, and relaxing mitigation strategies; understand individual and community factors that support or hinder mitigation behaviors; monitor disparities and social determinants of health and understand how different populations participate in and are affected by community mitigation strategies; effectively communicate information to the public based on culturally and linguistically appropriate strategies; ensure that the needs of disproportionately affected populations are met; strengthen community factors and outcomes related to epidemiology, healthcare capacity, social services, and public health capacity; and disseminate lessons learned.
- OSHA has [Recommended Practices](#) that present a step-by-step approach to implementing an effective safety and health program. These recommended practices note the importance of finding and fixing hazards in the workplace before they cause injuries, illnesses, and deaths in addition to the suffering and financial hardship these events can cause for workers, their families, and employers.
- OSHA's [Leading Indicators](#) are proactive and preventative measures that can help determine whether your safety and health activities are effective at preventing incidents or whether there are potential problems with your safety and health program. Leading Indicators play an important role in preventing worker fatalities, injuries and illnesses, and strengthening other safety and health outcomes in the workplace.
- OSHA recommends that all safety and health programs should incorporate elements of [Management Leadership](#), [Worker Participation](#), and a [Systematic Approach for Finding and Fixing Hazards](#). Implementing a meaningful safety and health program takes dedicated planning, but even incremental improvements are valuable. The resources on the three core elements provide simple, concrete ways for you to develop your safety and health program.
- As people return to work, [health experts recommend](#) for people who use elevators to wear masks, use a knuckle or object to press buttons, and avoid speaking to lower the risk of transmission.

- The U.S. Department of Labor’s [Employee Benefits Security Administration](#) updated its [Coronavirus Response webpage](#) with [Affordable Care Act Implementation FAQs Part 43](#) addressing the CARES Act and the Families First Coronavirus Response Act.
- The U.S. Department of Labor’s Occupational Safety and Health Administration (OSHA) and the CDC, in consultation with the Food and Drug Administration, [have released joint coronavirus-related interim guidance](#) for **employers and workers performing seafood processing operations in onshore facilities and aboard vessels offshore**. The guidance includes recommended actions employers can take to reduce the risk of exposure to the coronavirus. While the seafood products these workers handle do not expose them to the coronavirus, their work environments – processing stations and other areas in busy facilities where they have close contact with coworkers and supervisors – may contribute to their potential exposure. The interim guidance includes information regarding:
 - Modifying the alignment of workstations, so that workers are at least 6 feet apart in all directions;
 - Staggering workers across shifts to limit the number of employees on site at any given time;
 - Adding additional clock in/out stations, or staggering times for workers to clock in/out to reduce crowding in these areas;
 - Providing temporary break areas and restrooms, or staggering breaks, to avoid crowding in these areas;
 - Analyzing sick leave and incentive program policies to ensure that ill workers stay home and are not penalized for taking sick leave if they have the coronavirus; and
 - Screening and monitoring workers and creating a system for workers to alert their supervisors if they have signs or symptoms of the coronavirus or had recent close contact with a suspected or confirmed case.
- Review the [CDC’s Considerations](#) for **Animals Activities at Fairs, Shows, and other events**.
 - Events that bring together people and animals, such as fairs and agricultural shows, can increase the spread of COVID-19 among people and animals.
 - The risk of animal-to-person spread is considered to be low.
 - However, fair and agricultural show organizers should consider the potential for spread from person-to-person, person-to-animal, and possibly animal-to-animal.
 - If people will be interacting with animals at an event, take precautions to prevent the spread of COVID-19.
 - During the COVID-19 pandemic, show organizers should follow [CDC’s Considerations for Events and Gatherings](#) when deciding whether to hold, postpone, or cancel a fair, agricultural show, or other event where animals may be exhibited. Planners should also act in accordance with state and local jurisdictional guidance with regards to continuing operations at fair grounds or agricultural shows.
 - For general disease prevention when interacting with animals, follow advice in the [Compendium of Measures to Prevent Disease Associated with Animals in](#)

[Public Settings](#), which provides standard recommendations on reducing the risk of disease related to animal contact in public settings for public health officials, veterinarians, animal venue operators, animal exhibitors (e.g., 4-H programs), visitors to animal venues and exhibits, teachers, camp operators, and others.

- Additional information and a checklist on biosecurity measures to prevent zoonotic diseases from spreading at fairs and animal exhibitions may be found in the [NASPHV's Resources on Zoonotic Influenza](#).
- [Some animals have been reported to be infected](#) with SARS-CoV-2 worldwide, including pet cats and dogs in the United States. To date, there have been no reports of horses, cows, pigs, chickens, or ducks testing positive for SARS-CoV-2. More studies are needed to understand if and how different animals could be affected by COVID-19.
- Review the [CDC's COVID-19 Guidance for Bank Employees](#) on how to protect themselves and others and slow the spread.

Examples of Reopening

Movie Theatres

- Marcus Theatres Corporation [announced](#) that its South Shore Cinema in Oak Creek would add a drive-in theater. The Majestic of Brookfield was the first theater in the state to begin drive-in showings on May 29. Marcus Theatres CEO Rolando Rodriguez said that the company has seen so much success in its drive-ins that it opened another one in Columbus, Ohio on June 12. Rodriguez added that consumers may continue to see the drive-in concept remain when the theaters begin reopening the inside facilities. **South Shore Cinema will open its drive-in theater on Friday, June 26.** It will be Marcus Theatres' fourth Parking Lot Cinema nationwide. Capacity at the South Shore Cinema is 125 cars.
- [View photos](#) of Marcus Theatres' Renaissance cinema as it begins phased reopening. As of Friday afternoon, Marcus Theatres [was encouraging but not requiring](#) guests to wear masks. [Read the Milwaukee Business Journal's exclusive](#) with Marcus Corp. CEO Greg Marcus on what a touchless movie theater experience could be.

Businesses

- Company owners and leaders in the Milwaukee area plan to implement a range of safety precautions as they return to their places of business.³ [A survey](#) conducted by the parent company of the *Milwaukee Business Journal* shows many workplaces will include personal protective equipment, heightened cleaning practices and other modifications as

³ https://www.bizjournals.com/milwaukee/news/2020/06/12/how-milwaukee-area-businesses-will-modify-to.html?ana=e_mil_bn_editorschoice_editorschoice&j=90514253&t=Breaking%20News&mkt_tok=eyJpIjoiTkdkbFlqRXhZekkyTXpS aCIsInQiOiJnd3doSzN1QytkZzBBUmVzdEt4eWNsZjEJenRlZ3FibUVCcl1wvNlpGNXEsWDBDSHRnbEFuU0E4a0JcFwva1d5KytXbj kwcUFDUjJqc3U2WStsY0VtWHZlS05TSFwvazJ1RU5rWmdnVWdOZitwMzdOXc9kRIM4WDNYU2JhQytJUTB6VEpwVW9ublpkSW tTRDJZU1MxSVRvY1B3UT09In0%3D

they re-open or allow employees to return. Additionally, the research shows that nearly three-quarters of business owners and executives in the Milwaukee area want the economy to reopen in phases.

- Two of Milwaukee's most well-known executives – Greg Marcus, CEO and president of The Marcus Corporation and Paul Bartolotta, chef, owner and co-founder of The Bartolotta Restaurants [have been busy preparing their hospitality businesses for phased reopenings across Milwaukee and the U.S.](#), mixing ingenuity and medical science to earn the trust of consumers who are still timid about venturing beyond essential traveling and shopping amid the COVID-19 pandemic. Since the onset of the coronavirus spread, consumers have been wary of leisure activities like dining and movie theaters. Per a recent survey of 1,000 Wisconsin residents, only 30% said they felt comfortable going to a movie theater, while about half said they would go to a restaurant. At Marcus Corporation, which operates hotels, movie theaters and restaurants, reassurance for consumers includes visual cues that display the company's commitment to health and safety guidelines. That comes in the form of seeing workers cleaning surfaces, hand sanitizer stations placed throughout the establishments, Plexiglas to protect both the consumer and employee, and social distancing markers on floors to keep people six feet apart. Investments technology has enabled contactless transactions for movie theaters, allowing consumers to buy tickets and food via smartphone. In the company's phased system, moviegoers can pick up their orders and go directly to their assigned seats, which have been cleaned and are two seats apart from every other guest, resulting in a "checkerboard" style seating system at the theaters. **Marcus Theaters is opening as many as six theaters on Friday, June 19**, mainly to test its new protocols. Marcus said he hopes to open with his entire theater circuit in July through a phased approach, as long as release dates hold for big-name summer movie releases. Consumer confidence also includes making the workplace a safe experience for employees. Bartolotta said he's planning to implement destination themes at his restaurants and will make its Ristorante Bartolotta location in Wauwatosa its first restaurant to reopen in the coming weeks, and open more shortly after in the Milwaukee area.
- Virginia is stepping up on workplace safety. The state has [proposed its own coronavirus-era rules](#) to prevent workers from infection. It could serve as a blueprint for other states that want to ensure healthy workplaces as offices reopen. The [emergency temporary standard](#) was drafted by the state's Department of Labor and Industry, under direction from Governor Ralph Northam. The draft of Virginia's standard that the board will either approve or amend requires that employers develop policies for workers dealing with coronavirus-like symptoms, while prohibiting those workers suspected of having the coronavirus from showing up to work. The new rules would force companies to notify workers of possible exposure to infected co-workers within 24 hours, while also mandating physical distancing as well as sanitation, disinfection and hand-washing procedures. Many businesses said they were worried that the new rules could add a greater burden to their budgets during an already challenging time economically.

Farmers Markets

- The Dane County Farmers' Market isn't coming back to the Capitol Square anytime soon, but most [smaller area farmers' markets are open with some changes](#). The Dane County Farmers' Market is continuing to connect farmers and buyers with food pickups at the Alliant Energy Center. Customers order in advance and pay before they pick up through the WhatsGood app or [online](#). Under "Forward Dane," the county's phased reopening plan, which moved into Phase 2 on Monday, June 15, outdoor mass gatherings in public venues can operate with a maximum of 100 people, not including employees, with everyone maintaining physical distancing. Drive-in activities are allowed and exempt, but individuals must remain in vehicles. Instead, the vendor puts the order into a trunk or through an open window. The last half hour is reserved for bicyclist and pedestrian orders. Of the 300 or so farmers' markets in the state, the vast majority have opened. Each market is proceeding differently under COVID-19.

Restaurants

- Restaurants in the city of Milwaukee [could have the chance to reopen at full capacity sooner than anticipated](#) under the city's phased reopening schedule. City officials are expected to soon announce a system that would allow individual restaurants to gain approval for a full reopening. Although details are still being determined, the program would allow restaurants to submit a COVID-19 safety plan to the city's health department. If approved, a restaurant would be allowed to operate at 100% capacity. **The city's intent is to allow businesses with approved safety plans to open to full capacity starting Friday, July 3.** The city hopes to have program infrastructure, such as a plan template and staff training, **in place to announce the program by Friday, June 26.** The program is not expected to apply to bars. City officials are developing the program in recognition of the fiscal challenges for a restaurant to open a dining room at up to 25% capacity. The city has been receiving plans for review throughout the pandemic from businesses that wanted to demonstrate the precautions they are taking and receive feedback. Participating businesses would have to practice physical distancing. The timing of the announcement will give businesses more lead time than when the city announced its move to Phase 3, which came with one day's notice. The program schedule will give interested restaurants a chance to bring in staff and inventory. [Restaurant owners who want to reopen to full capacity](#) in the city of Milwaukee can expect feedback about their proposed safety plan within seven business days. Proposed safety plans can be submitted by email to cehadmin@milwaukee.gov. The program gives restaurants the option to reopen fully but is not a requirement.

Airlines

- Delta Air Lines Inc. chief executive officer Ed Bastian [said the airline will ban customers](#) who refuse to wear face coverings. [Delta requires all employees and customers](#) to wear

masks in order to prevent the spread of COVID-19. Delta is the second-biggest carrier at Milwaukee Mitchell International Airport behind Southwest Airlines.

- Some travelers at Los Angeles International Airport [will be asked to undergo a new screening process](#) by walking past cameras that can flag travelers with a fever.

Conventions

- Milwaukee will see a fraction of the \$200 million economic impact [that was expected from hosting](#) the Democratic National Convention now that the event has been scaled back. The Democratic National Convention Committee announced Wednesday evening that the August event will be “anchored” in Milwaukee, but [much of the activity will take place virtually](#). The now smaller event will be held at the Wisconsin Center instead of at Fiserv Forum, and state delegations were asked not to travel to the city. As a result of scaling back the event, Milwaukee Mayor Tom Barrett said fewer people would travel to Milwaukee, and fewer events would take place in the area. Barrett said convention officials, members of the Democratic party and candidates would come to the city. The DNC’s decision to utilize the Wisconsin Center District facilities is a boost to the publicly owned convention center complex and its affiliated UW-Milwaukee Panther Arena and Miller High Life Theatre.

Racetracks

- The Churchill Downs Racetrack [announced](#) the Kentucky Derby with spectators will **occur on Saturday, September 5, 2020.**

Casinos

- After months of closure due to the COVID-19 pandemic, Ho-Chunk Gaming [announced](#) the reopening of the Wisconsin Dells casino will be **Monday, June 29**, with several restrictions both guest and employee safety. The casino said **operating hours will be 9 am – 1 am seven days a week**. In addition to the casino floor and back of house being smoke free, the casino will require masks for all guests and employees. Staff will conduct temperature checks for all guests and employees who enter the premises. In an effort to maintain CDC social distancing guidelines, the casino will cap guest entry at 1,000, which is less than quarter of the usual capacity. In line with many other businesses, social distancing markers spaced out by six feet will dot transaction areas on the casino floor. The casino is not set to open in full, keeping many amenities temporarily closed. More information is available [here](#).

Online Resources

- Access [Jewish Communal Scenario Planning Resources](#) from JFNA.

This memo is a daily synthesis of critical information and trends about the pandemic that are relevant to the Milwaukee Jewish Federation’s work of caring for the needs of the Jewish people. While the information is intended for use by MJF leadership, we are also sharing it with other community leaders.

Trends

- President Donald Trump [will sign an executive order](#) suspending foreign work visas amid the economic downturn. The restrictions would block entry into the United States under the H-1B visa program for high-skilled workers and would also affect several other categories of visas. The order, which has been expected for several weeks, is fiercely opposed by a broad swath of businesses – including high tech companies in Silicon Valley, manufacturers, and others – who say it will block their ability to recruit critically needed workers from overseas countries for jobs that Americans are not willing or capable of performing. [The White House says](#) the measures are necessary to protect U.S. workers amid job losses triggered by the coronavirus pandemic.
- The pandemic [continued to depress the Milwaukee streetcar's ridership numbers](#) in spring and has delayed installation of large digital kiosks with touch screens at its stations. Milwaukee is partnering with Smart City Media LLC to install 35 large digital kiosks along the streetcar route – featuring large touch screens, they would offer way finding and directories of downtown businesses.
- The [number of workplaces in Waukesha County](#) currently under state investigation for cases of COVID-19 has reached 40, double the amount being investigated just two weeks ago. According to Wisconsin DHS, workplaces include manufacturing and production facilities, distribution warehouses, offices and other indoor workplaces. Two or more cases of COVID-19 initiate investigations into workplaces. Facility-wide and outbreak investigations are considered closed when two maximum incubation periods (28 days) have passed since the last possible exposure to a COVID-19 case in the facility without any new cases. DHS has closed four investigations of COVID-19 in workplaces in Waukesha County. There are 38 active investigations of workplaces in Milwaukee County, nine in Ozaukee County and eight in Washington County. There are 34 workplaces being investigated in Racine County, and 23 active investigations in Kenosha County. In total, there have been 337 workplaces investigated by DHS, of which 291 are still active.
- [Thousands of Disney World employees have signed a petition](#) that calls for delaying the reopening of the Florida-based theme park as the state continues to see a record number of coronavirus cases. The petition, [which was approaching 4,000 signatures on Monday](#), is a small showing of the theme park's 78,000 staffers. Disneyland workers in California are also urging Disney to delay the reopening of the Anaheim park, and have collected nearly 45,000 signatures on their own petition. [Disney announced](#) it would **delay the reopening** of its California theme parks until it receives state approval. **The parks were set to reopen on Friday, July 17.**
- Lake Geneva, a popular tourist destination in southeastern Wisconsin, has seen the impact of COVID-19, particularly on its international travelers, but in recent weeks [the area has seen growth in the return of regional tourism](#). Lake Geneva is dependent on its springtime tourism. Visit Lake Geneva has highlighted the activities that are making travelers feel safe. These include activities where social distancing can be achieved such as hiking, bird watching, biking and boating. The organization is focusing on health

and safety in a way it had not previously done. Visit Lake Geneva is highlighting the safety measures that the local businesses and hotels have taken from disinfecting systems, UV wands to clean clothes and limitation on shop capacities. Visit Lake Geneva worked with the business improvement district and the city to develop safety posters to promote health and encourage visitors to return to the area.

- For the week of June 14 – 20, [Milwaukee hotel capacity improved to 36%](#), continuing on the slow road to recovery during the COVID-19 pandemic. Hotels continue to reopen with safety measures in place in southeastern Wisconsin. **Visit Milwaukee lists the Courtyard by Marriot Milwaukee Downtown as preparing for a Tuesday, June 30 reopening and The Plaza Hotel for a Wednesday, September 2 reopening.**
- British newspaper *The Guardian* [reported this week](#) that the Ryder Cup scheduled to take place in Wisconsin this September at Whistling Straits will be pushed back to 2021. The newspaper says an announcement is expected to be made next week.
- After nearly three months of negotiations, Major League Baseball and the MLB Players Association [have reached an agreement](#) on a 60-game season which **will begin on Thursday, July 23 or Friday, July 24**. The Players Association agreed to health and safety protocols presented by MLB on Tuesday night to clear the final hurdle of negotiations. **The Milwaukee Brewers can resume spring training at Miller Park by Wednesday, July 1. The shortened season is slated to run through Sunday, September 27 with a 10-team playoff in October 2020.** The games will be played at home ballparks. The proposed schedule includes 40 games of divisional play with the other 20 being geographically close games to mitigate travel as much as possible to prevent the spread of COVID-19. Players will earn about 37% of their full salaries, pending the completion of the season.
- [The International Monetary Fund says](#) the global economic collapse caused by coronavirus will be even worse than feared. By the end of next year, **it is predicted that the pandemic will have cost the global economy \$12.5 trillion in lost output**. Low-income countries are likely to be especially hard hit, with inequality set to worsen.
- As some Wisconsinites transition back to more normal routines, [public health officials say](#) a resurgence of public gatherings has made it difficult to trace the spread of COVID-19.
- [Macy's is laying off 3,900 corporate employees and managers](#), and Chuck E. Cheese's parent company [filed for bankruptcy protection](#), both influenced by the coronavirus' impact on sales. Coronavirus-related store closures and a precipitous drop in sales have roiled the retail industry, which was in trouble long before the pandemic. Six national retailers – including department store chains J.C. Penny and Neiman Marcus – have filed for bankruptcy since May, as companies run out of cash.
- The Labor Department [reported](#) Americans filed more than 1.5 million new unemployment claims and 700,000 self-employed unemployment claims last week.
- Some businesses, [like Apple and AMC Theaters](#), are now readjusting their reopening plans. [AMC had initially said](#) that masks would be optional for guests, but after public outcry reversed that policy. AMC movie-goers will be able to buy masks for \$1. If they refuse to wear one, they will not be allowed to stay. AMC will reduce auditorium capacities to 30% or less, clean each auditorium between movie showings, check

temperatures of employees daily, require cashless transactions at concessions and reduce food options at concessions so lines will be shorter.

- [Transit systems in the Washington, D.C. suburbs](#) are beginning to ramp up service that was reduced or canceled when the region shut down because of the coronavirus pandemic. Some bus systems are restoring routes and increasing frequency, coinciding with the reopening of businesses as the region eases restrictions. Even as more transit options become available this summer, officials say it could be months before normal operations return. Most transit systems, including Metro, plan to continue operating on reduced schedules for the immediate future.
- Despite the hiring of hundreds of new employees, the Department of Workforce Development (DWD) is [still struggling to tackle hundreds of thousands of unpaid claims](#) for those who lost their jobs due to the COVID-19 pandemic and warns backlogs may persist into mid-August. So far, the department has hired 334 people to help staff the unemployment division and is still recruiting for 13 more positions. Some of those hires will be considered “temporary” and won’t work beyond the end of the flood of pandemic-related claims, but others will stay on permanently. In addition to the hires by the department, there are also contracts with three different call centers, which will add over 800 people to answer calls and help with adjudication. Employees are focusing on older claims first, trying to tackle them in the order they came in. The department is hoping to return to “normal” by mid-August, meaning that all claims related to the pandemic will have been addressed. Another concern that remains is whether the department will be able to handle a second wave of furloughs and business closures if coronavirus cases were to spike again. Even with the slowing number of calls, there’s still a need for changes to prevent situations like these from occurring again. Solutions could range from investing in a new unemployment system to permanently getting rid of the waiting period on unemployment benefits.
- Wisconsin’s unemployment rate [crept down 1.6 percentage points](#) to 12.0% last month as businesses began transitioning back to more normal operations, despite public health concerns of COVID-19. DWD will release local and metropolitan area unemployment data next week. Jobs in retail, leisure and hospitality saw some of the biggest gains last month, although no industry has recovered to anywhere near the 2.8% unemployment rate of April and May last year.
- [Kroger Co.’s investments in digital sales](#) through its customer pickup and delivery options paid off once the coronavirus pandemic hit. Kroger’s sales through digital channels soared more than 100% in April and May. That contributed to a 92% gain for the quarter in digital sales for downtown Cincinnati-based Kroger, the nation’s largest operator of traditional supermarkets, including Pick ‘n Save and Metro Market stores in the Milwaukee area. That compares with 22% digital sales growth in the fourth quarter. Consumers stayed at home during the coronavirus-driven lockdown, prompting them to buy more groceries and to use digital channels to limit the chances of spreading the virus. Even though restaurants have reopened in many of Kroger’s markets, it’s still seeing more shopping volume as customers continue to eat more meals at home than pre-COVID-19.