COVID-19 Webinar: Stimulating Economic Development in Your City

COVID-19 Webinar Series
June 16, 2020
Speakers:

Linda Evans
Mayor, City of La Quinta

Eric Duyshart
Economic Development Manager
City of Pasadena
Pasadena
City of Pasadena -

- 141,000 population
- 100,000 total jobs
- Full Service *Plus* – Police, Fire, Water/Power, Health, CVB, Rose Bowl
- Budget - $275M General Fund and $870M Total Annual
How has COVID affected your city?

- Restaurants – Over 500 - normally a regional draw
- Retail- significant job & revenue loss
- Rose Bowl, conventions, events – Hard stop
- Hotels, cultural and recreation visits near zero
- City Health Department –
Future Yourself Here
PASADENA  www.futureyourselfherehere.com
Rose Bowl Events
• Mid-March – June
• 39/68 canceled
• 26/68 postponed
Pasadena Hotels – Weekly Occupancy %

- January through April 2020
- 88% -> 10%
Economic Development Efforts

• Assembled a business resource webpage for COVID-19 impacts.

• Partnered with the Pasadena Small Business Development Center to create two webinars for Pasadena businesses, both of which summarized the CARES Act and SBA relief funds.

• Publishing a COVID-19 weekly newsletter to keep the business community apprised – has over 5,000 subscribers.
Review of Outreach efforts

- Partnered with the Convention & Visitors Bureau to launch the Pasadena Restaurant Takeout Directory
  > 1) the Pasadena Restaurant Takeout Directory
  > 2) created Connect Pasadena – a virtual content library to keep people active, entertained and enlightened while safe at home.

- Began a weekly blog and social media segment called “The Hustle is Real.”

- Encouraging bricks/mortar stores to upgrade their online sales abilities.

- Proactively reach out to individual businesses, bankers, hotels and commercial brokers to understand issues, gauge the local slowdown, discuss opportunities and speculate “new normal” business practices.
Outreach – Weekly Conf Calls w/ Business Groups

- Chamber of Commerce
- Convention Center/Visitor Bureau
- Retail Center reps
- Old Pasadena BID
- South Lake BID
- Playhouse Village BID
- Guest Speakers – Health, Transportation, Planning, Police...
Outreach – Business Sector Webinar Meetings

- **Restaurants** (May 14, May 20)
- **Retail** (May 14, May 21)
- **Office space** … May 27
- **Personal care** … May 28
- **Manufacturing/R&D** … May 29 -
- **Medical/Dental offices** … June 11
- **Education** … May 15
- **Tourism/Entertainment** … June 12

And with Workforce Board and SBDC, SBA, and Community College
Workforce Support

• Pasadena is lead city for a six city workforce development board
• Recently awarded, a $2 million State grant to be directed to hospitality workers supportive services to approximately 800 additional individuals dislocated by the COVID-19 virus.
• Career Services staff has worked with the State, labor unions and local partners to expand services to over 1500+ dislocated workers in response to COVID-19.
• Increase partnerships with Pasadena City College and other workforce support organizations
Other Activities

- Meetings with hospitality / visitor stakeholders
- $11 Million in utility rebates to commercial and residential customers
- Food program funding – student and Great Plates
- Maintenance – Ice Rink
- Small Business Grants – $10K Community Foundation and Chamber
Investment in the City Continues

- Currently active construction valuation of $360M
- Currently valuation of projects in plan check $210M
- Over 500 Building Permits issued since order
- Over 3,000 Inspections

- Conducting virtual hearings/meetings with Commissions
ACADEMIC AND INSTITUTIONAL

CALTECH NEUROSCIENCE CENTER

ART CENTER COLLEGE OF DESIGN

KAISER SCHOOL OF MEDICINE

DOHENY – UCLA EYE INSTITUTE

JPL – NEW PROJECTS
Mayor Linda Evans

- City Council since 2009
- Mayor since 2014
- Chief Strategy Officer - Community Advocacy for Desert Care Network
- COVID 19: Liaison to Riverside County Hospital Leaders for Coachella Valley Hospitals
- Partner with County to launch first area Drive Thru Testing site - Volunteered
- JPA Chair for the Greater Palm Springs Convention & Visitors Bureau
- Communication Lead to area elected officials regarding COVID metrics
CITY DEMOGRAPHICS

LOCATION
Riverside County/Coachella Valley

POPULATION
42,098

SIZE
Approx. 35 sq. miles

AVG. HOUSEHOLD INCOME
$83,845

AVERAGE AGE
45 years old
BUSINESS STATISTICS

NUMBER OF BUSINESSES
1,290

NUMBER OF STOREFRONTS
500

NUMBER OF EMPLOYEES (PT/FT)
14,000

CITY REVENUE
$57 Million
- 34% from Sales Tax ($20M)
- 17% from TOT ($10M)
BUSINESS ASSISTANCE

ESSENTIAL BUSINESS BANNERS
Collaboration with the Chamber of Commerce

"SAFER TOGETHER, GREATER TOGETHER"
CVB Pledge - Hospitality industry pledge for safe re-opening throughout the Coachella Valley

COVID-19 MICROSITE
State, county, and local resource information for COVID-19 resident and business assistance
COVID-19 Economic Relief Program

**AD HOC COMMITTEE MEMBERS**

- 2 Council Members
- 2 Finance Commissioners
- 2 members of City Staff (Financial Services Analyst and Assistant to City Manager/Economic Development Manager)

**PROCESS**

- Application launched on City website
- Application period closes, Review process begins
- Ad-Hoc Committee grades all applications & discuss final award list as a group
- Council approves award list
- Businesses contacted by staff & coordinate signature of promissory note
COVID-19 Economic Relief Program

FUNDS: ECONOMIC DISASTER EMERGENCY RESERVE
- Total of $1.5 Million
- $500K for restaurants

LOANS FROM $5K TO $20K
- Based on number of "full-time equivalent"
- Businesses with 25 employees or less

LOAN TERMS
- 0% APR
- 2 years repayment term

FIRM USED
- WizeHive
Economic Relief Program Results

ROUND #1 - LOAN

- Awarded $330k
- 36 businesses
- $95K was awarded to restaurants

ROUND #2 - LOAN WITH ADDITIONAL CRITERIA OF HOME-BASED BUSINESSES & 25 EMPLOYEES OR MORE

- Awarded $180K
- 18 businesses
- $100K was awarded to restaurants

ROUND #3 - REBATE PROGRAM

- Eligible purchases associated with preparing to reopen under State Industry Guidance
- Reimbursed for 80% of costs, up to $20,000 per business
- Program ends 12/31/2020 or when funds are expended
Al Fresco Program

- City is working with the business community to create temporary outdoor "Al Fresco" dining areas for businesses during COVID-19
- Businesses wishing to participate must have a valid business license
- Must meet State and County guidelines
Final Thoughts
JOIN US NEXT WEEK!

Impacts on Sales Taxes During COVID-19:
A California Department of Tax and Fee Administration Update

Tuesday, June 23 • 1:30 p.m.

To register, please visit
www.cacities.org/events

Find past webinar recordings at www.cacities.org/coronavirus
Join us for the first day of sessions!

Thursday, June 18 • 9:00 a.m. – 4:30 p.m.

To register, please visit

https://www.cacities.org/MCMXFed