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
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 –
Rose Bowl Events
Convention Center

- Mid-March – June
- 39/68 canceled
- 26/68 postponed

Event Impact FY2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of Events</th>
<th>Rental</th>
<th>Forecasted Total Revenue</th>
<th>Attendance</th>
<th>Room Nights</th>
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<tbody>
<tr>
<td>Loss thru June</td>
<td>68</td>
<td>$931,735</td>
<td>$2,143,705</td>
<td>108,684</td>
<td>8,669</td>
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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
  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...

In collaboration with PASADENA CONVENTION & VISITORS BUREAU

Playhouse Village

SOUTH LAKE BID
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
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
FACEBOOK
@CityofLaQuinta-Government

INSTAGRAM
@CityofLaQuinta

WEBSITE
www.laquintaca.gov
www.playinlaquinta.com

STAY IN TOUCH
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