

APPROVE A BUSINESS ASSISTANCE PROGRAM TO SUPPORT THE RETENTION OF LOCAL BUSINESSES DURING COVID-19

Pleasanton City Council Meeting

April 15, 2020

Business Assistance Program

Four program elements:

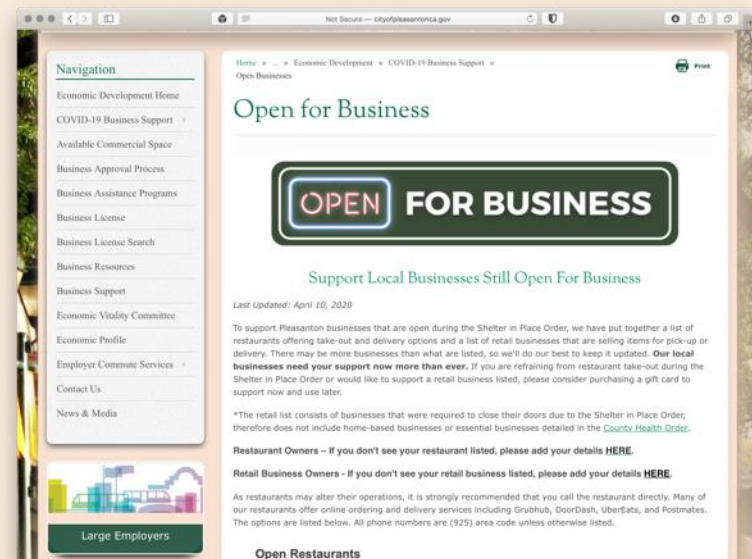
- Communication and Promotion
- Transient Occupancy Tax Penalties Waiver
- City Utilities Penalties Waiver and Deposit Deferral
- Business Support Fund

Communication and Promotion

COVID-19 Business Support Webpages



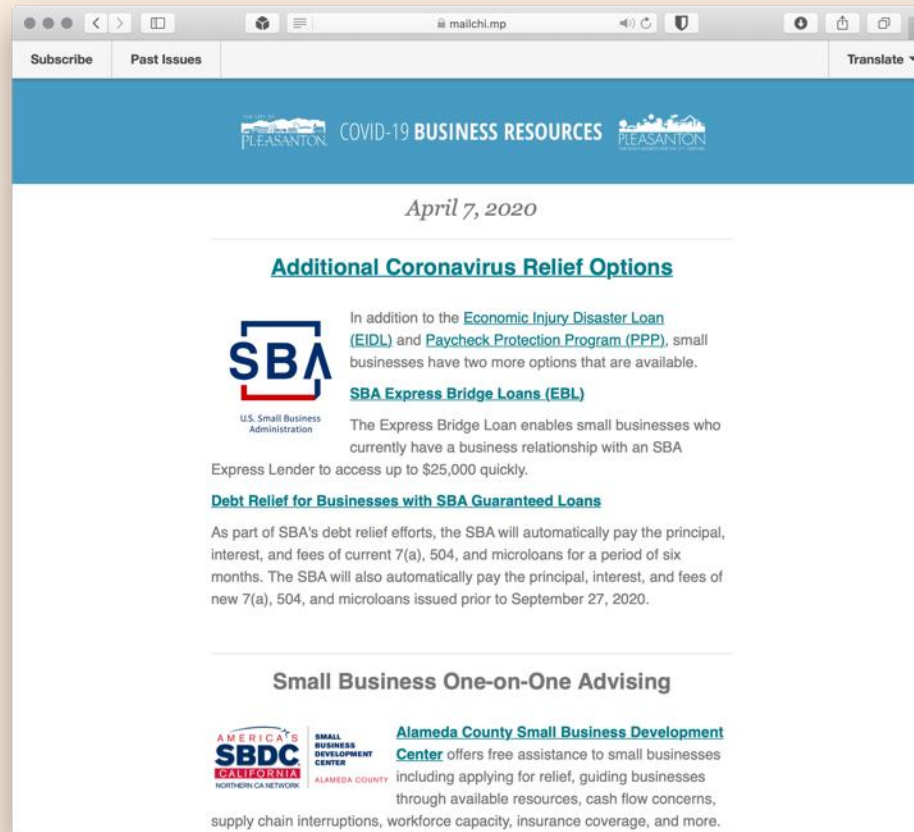
COVID-19 Business Support
offering financial and other resources for
businesses



Open for Business
promoting restaurants and essential
businesses that are open during the
Shelter in Place Order

Cost: None Implementation: Underway

COVID-19 Business Newsletter



Cost: None

Implementation: Underway

Communication and Promotion inPleasanton.com

inPleasanton.com
March 17 at 4:01 PM

Important info on which essential businesses are open during the Shelter in Place Order. Please support local businesses that are open to help our community stay safe and healthy - numerous #Pleasanton restaurants are offering take-out for pick-up and delivery and some businesses are offering curbside pick-up. Thank you for your continued support!

Through the Shelter in Place Order, the following establishments will continue to operate as Essential Businesses to ensure the health and safety of our community.

OPEN FOR BUSINESS

- Grocery Stores
- Airports
- Restaurants (only for delivery or take out)
- Banks
- Gas stations
- Mailing and Shipping Services
- Healthcare Operations
- Food Cultivation

For more information visit covid19.cityofpleasantonca.gov

City of Pleasanton
March 17 at 3:40 PM

Essential businesses open during the Shelter in Place Order to ensure the health and safety of our community.

133 People Reached | 10 Engagements | Boost Unavailable

1 Share

inPleasanton.com
March 18 at 4:40 PM

Pleasanton-based Safeway is asking customers to respect these special hours for those who are most at risk, such as seniors, to shop on Tuesdays and Thursdays between 6-9 am at #Pleasanton locations.

SPECIAL SHOPPING DAYS & HOURS for Seniors & At-Risk Populations: Tuesdays & Thursdays from 6-9 am



208 People Reached | 9 Engagements | Boost Post

6 Shares | 1 Share

inPleasanton.com
Yesterday at 8:00 AM

Show your favorite #Pleasanton restaurants and businesses some love during the shelter in place! Safely support local by buying gift cards to spend later, something to look forward to when the shelter in place order is lifted! ❤️👉👉👉 #SupportLocal #BeatCOVID19 #inPleasanton



2 Shares | 5 Shares

inPleasanton.com
20 mins

We love it when our #Pleasanton businesses collaborate and support each other, especially during these challenging times! Get... See More

mckaysbeergarden
McKay's Taphouse & Beer Garden



Liked by saltcraft_restaurant and 35 others

mckaysbeergarden Look what McKay's Taphouse has to sell!! When you come in to pick up your cans, bottles or fill a growler....Grab a GOURMET WORKS CHOCOLATE TO GO.

Cost: None Implementation: Underway

Communication and Promotion



OPEN

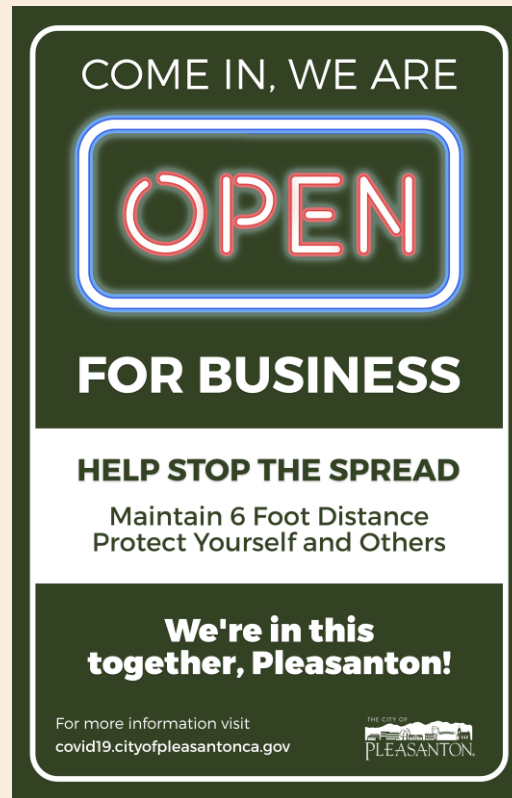
FOR

DELIVERY

HELP STOP THE SPREAD
Maintain 6 Foot Distance
Protect Yourself and Others

**We're in this
together, Pleasanton!**

For more information visit
[covid19.cityofpleasantonca.gov](https://www.cityofpleasantonca.gov/covid19)



COME IN, WE ARE


OPEN

FOR BUSINESS

HELP STOP THE SPREAD
Maintain 6 Foot Distance
Protect Yourself and Others

**We're in this
together, Pleasanton!**

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OPEN

FOR

TAKE-OUT

HELP STOP THE SPREAD
Maintain 6 Foot Distance
Protect Yourself and Others

**We're in this
together, Pleasanton!**

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Cost: None Implementation: Underway

Transient Occupancy Tax Penalties Waiver

Suspend fines, penalties and interest for late TOT payments as imposed by Pleasanton Municipal Code

- Quarterly payments due July 31, 2020
- Hotel to request waiver and receive approval in writing from Director of Finance
- City to carry deferred TOT payments as an account receivable until payment amount is received in full

Estimated Deferred Amount: \$1.2 million Implementation: Underway

City Utilities Penalties Waiver and Deposit Deferral

Residential and ***commercial*** customers

- Deferral of City utility new account deposits until local emergency declaration is lifted
 - Residential - \$200 deposit
 - Commercial and Irrigation - \$300 deposit
 - Multifamily Residential - \$700 deposit
- Waiver of fines and penalties on existing accounts *based on loss of income due to COVID-19 during this emergency period*
- Service will not be shut-off

Waived Cost: Undetermined **Implementation:** Underway

Business Support Fund

\$3 million special fund to provide a 0% interest, unsecured, short-term loans (24 months) of up to \$2,500 to **independently or locally-owned**

Micro-enterprises: between 2 – 10 employees

Retail and restaurant businesses: 20 or less employees

- Not eligible:
 - Lending and investment institutions
 - Hotels
 - Non-profit entities
 - Professional services
 - Home-based businesses
- Approximately 1,100 businesses that meet criteria

Total Loan Fund Allocation: \$3 million Implementation: Within 30 Days

Business Support Fund

Businesses:

- Must have physical commercial location in Pleasanton
- Active Pleasanton business license as of 3/1/2020
- Be in good standing with City

Demonstrate:

- 25%+ loss of revenue due to COVID-19
- Action to secure federal and state resources and financial assistance

Total Loan Fund Allocation: \$3 million Implementation: Within 30 Days

Business Support Fund

Loan funds may be used for operating capital including lease and mortgage payments and payroll toward retaining employees

Funding allocated from City reserves fund which will be reimbursed over time as the City receives repayment

Funds disbursed to eligible recipients until \$3 million is exhausted

Total Loan Fund Allocation: \$3 million Implementation: Within 30 Days

Recommendation

Approve Business Assistance Program framework, including development and allocation of a business support fund, and adopt a resolution waiving the imposition of Transient Occupancy Tax and City utility fines, penalties and interest and suspending required City utility deposits