



ECONOMIC VITALITY COMMITTEE REPORT

June 17, 2021
Economic Development

TITLE: COORDINATED BUSINESS SUPPORT PROGRAM UPDATES

Continuing efforts are in place to assist local businesses, which focuses primarily on the following elements of the Business Assistance Program:

1. Communication and Promotion
2. Business Support Fund

Communication and Promotion

Outgoing communication with our business community is vital to ensure that businesses are aware of available resources and programs as well as updates to the Alameda County health order and business openings.

COVID-19 Business Resources Newsletter

The electronic newsletter directed to Pleasanton-based businesses is sent weekly or sometimes twice a week, to share updates, resources and information related to COVID-19. Sixty-one (61) issues have been sent to approximately 3,400 business license holders. There is a consistent open rate of 30%. Past issues are accessible at <https://us13.campaign-archive.com/home/?u=1752b86e6098907a42057e416&id=b12054aecd>.

inPleasanton.com Social Media

Promotion of restaurants, retail and other businesses is accomplished using inPleasanton.com's social media platforms including Facebook, Instagram and Twitter. We also share pertinent city information provided by other city platforms, including City of Pleasanton, Pleasanton Police Department, Livermore Pleasanton Fire Department, and Library & Community Services.

Social media platforms have the following followers:

- Facebook - 2,078 total followers
- Instagram - 1,339 total followers (15 gained)
- Twitter - 573 total followers

Tri-Valley Recovery Marketing Campaign

In partnership with Visit Tri Valley and the cities of Dublin, Livermore, San Ramon, and Town of Danville, Pleasanton launched the *Tri-Valley Recovery Marketing Campaign* on May 1. The campaign, which encourages residents to explore their city and make a promise to support local businesses by spending at least \$25 beyond what is normally

spent, will run through the end of June. Forty-four (44) Pleasanton businesses in the food, retail, service, and activity categories are participating in the free citywide savings pass by offering a special discount or deal. Customers can access savings on their mobile device through November 15.

Total metrics to date for all participating city landing pages are as follows:

- Over 5,400 website sessions
- 100 California cities and 46 other states visited the campaign website(s)
- More than 2,200 Promise Pass sign-ups
- Earned PR media garnered 125 million total reach so far

Pleasanton's landing page is www.ToPleasantonWithLove.com. Additional media placements across TV, Pandora radio, social media channels, digital and guerilla marketing will be covered throughout June as reported by Visit Tri-Valley.

Gift Pleasanton

Gift Pleasanton is a community eGift card program, which provides participating businesses an online gift card purchasing portal and customers an easy way to support Pleasanton businesses. The program, which aims to keep spending local by encouraging the community to buy and use eGift cards at participating Pleasanton merchants, launched on June 1. Thirty-seven (37) businesses have signed up to participate in the program.

eGift cards can be purchased at www.inPleasanton.com. As an incentive for customers to purchase eGift cards, the following bonus eGift cards are available until allocated funds run out:

- Buy \$25 or more, get a \$10 bonus card
- Buy \$40 or more, get a \$15 bonus card
- Buy \$75 or more, get a \$25 bonus card

Fifty-two eGift cards have been delivered to customers, totaling \$2,200 since the initial program launch. Businesses may sign up to participate at any time and there is no fee to participate.

Business Support Fund

The Business Support Fund loan program is still accepting applications at www.cityofpleasantonca.gov/eddsupportfund. To date, 151 applications have been submitted. One (1) application is currently under review. Fourteen (14) approved businesses declined to accept the loan totaling \$68,700 in funds. Twenty-two (22) businesses were not approved based on ineligible business type or not meeting minimum or maximum employee count.

A summary of application activity is as follows:

Table 1: Program Activity Summary

	Downtown	Outside Downtown	Citywide
Applications Submitted	46	105	151
Applications Approved	45	83	128
Total Funding Approved	\$597,700	\$787,500	\$1,385,200
Funding Declined by Business	\$13,700	\$55,000	\$68,700
Applications Completed for Payout	43	71	114
Total Paid to Date	\$584,000	\$732,500	\$1,316,500

Loan repayment will commence on the first of the month following action taken by the City Council to lift the local emergency. Businesses will receive timely notification as to when loan repayment will begin.

ACTIONS: RECEIVE COORDINATED BUSINESS SUPPORT PROGRAM UPDATES