



## MEMORANDUM

**To:** Pamela Ott, Deputy City Manager  
**From:** Lisa Adamos, Economic Development Manager  
**Date:** July 7, 2021  
**Subject:** Business Assistance Program Update

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With California reopening as June 15<sup>th</sup>, we are continuing efforts to assist local businesses, focusing primarily on the following elements of the Business Assistance Program:

1. Communication and Promotion
2. Business Support Fund

### **Communication and Promotion**

Outgoing communication with the business community is vital to ensure that businesses are aware of available resources and programs.

#### **Business Resources Newsletter**

The COVID-19 Business Resources electronic newsletter began as weekly communication to share updates, resources and information related to the pandemic. Staff will retitle the newsletter to Business Resources Newsletter and send out *as needed* to communicate business-related information to Pleasanton-based businesses.

To date, sixty-three (63) issues have been sent to approximately 3,400 business license holders. 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 - 1,350 total followers (26 gained)
- Twitter - 579 total followers (5 gained)

## Tri-Valley Recovery Marketing Campaign

In partnership with Visit Tri Valley, the cities of Dublin, Livermore, Pleasanton, San Ramon, and Town of Danville ran a regional recovery marketing campaign from May 1 to June 30. The campaign encouraged residents to explore their city and make a promise to support local businesses by spending at least \$25 beyond what is normally spent. As part of the marketing campaign, **a free savings pass was introduced and still available through mid-November**. Forty-four (44) Pleasanton businesses in the food, retail, service, or activity categories are participating in the savings pass by offering a special discount or deal. Customers can access savings through their mobile device.

### **Gift Pleasanton**

*Gift Pleasanton*, Pleasanton's new eGift card program geared to keep spending local launched on June 1. The program provides businesses with an electronic gift card platform, which benefits businesses that do not offer gift cards or the ability to purchase gift cards online. Thirty-nine businesses have signed up to participate. Customers purchase the eGift cards at [www.inPleasanton.com](http://www.inPleasanton.com). To make a purchase in store, eGift card recipients show the eGift card on a mobile device or printed. The total amount remaining on the eGift card updates automatically. An introductory bonus offering provides special bonus eGift cards with purchase until funds are expended. To date, 118 eGift cards have been purchased totaling \$4,755.00. Twenty-six eGift cards totaling \$1,196.78 have been redeemed at participating Pleasanton businesses.

To promote *Gift Pleasanton*, there are paid electronic advertisements running on Pleasanton Weekly website and the Patch. Social media posts highlight participating businesses that accept *Gift Pleasanton*.

### **Business Support Fund**

The Business Support Fund loan program is still accepting applications. A summary of application activity is as follows:

Table 1: Program Activity Summary

	<b>Downtown</b>	<b>Outside Downtown</b>	<b>Citywide</b>
Applications Submitted	46	104	150
Applications Approved	44	82	126
Total Funding Approved	\$597,700	\$787,500	\$1,385,200
Funding Declined by Business	\$13,700	\$55,000	\$68,700
Applications Completed for Payout	42	70	112
<b>Total Paid to Date</b>	<b>\$584,000</b>	<b>\$732,500</b>	<b>\$1,316,500</b>

Fourteen (14) approved businesses declined to accept the loan totaling \$68,700 in funds. Twenty-three (23) businesses were not approved based on ineligible business type or not meeting minimum or maximum employee count. The following tables provide a summary of applications **received** and funding **accepted** based on business type:

Table 2: Applications Received Summary

<b>Business Type</b>	<b>Outside Downtown</b>	<b>Downtown</b>	<b>Total</b>
Auto / Computer / Construction	10	2	12
Daycare / Homecare	5	0	5
Entertainment / Instructional	20	3	23
Fitness	6	3	9
Home-based / Virtual / Remote*	11	0	11
Hotel*	1	0	1
Personal Services	13	6	19
Professional Services	15	4	19
Restaurants	19	22	41
Retail	8	8	16
<b>Total</b>	<b>108</b>	<b>48</b>	<b>156</b>

\*Business type not eligible

Table 3: Business Type Funding Amounts

<b>Business Type</b>	<b>Outside Downtown</b>	<b>Downtown</b>	<b>Total</b>
Auto / Computer / Construction	\$57,500	\$21,600	\$79,100
Daycare / Homecare	\$70,000	\$0	\$70,000
Entertainment / Instructional	\$145,000	\$21,600	\$166,600
Fitness	\$70,000	\$24,500	\$94,500
Personal Services	\$92,500	\$75,600	\$168,100
Professional Services	\$92,500	\$32,400	\$124,900
Restaurants	\$152,500	\$362,200	\$514,700
Retail	\$52,500	\$46,100	\$98,600
<b>Total</b>	<b>\$732,500</b>	<b>\$584,000</b>	<b>\$1,316,500</b>