



CITY OF GLENDALE

BUSINESS RECOVERY STRATEGY

ROAD TO RECOVERY: EMERGING FROM COVID-19

JUNE 16, 2020

TABLE OF CONTENTS

| PAGE | TITLE |
|-----------|--|
| 1 | OVERVIEW COVID-19 Overview |
| 2 | ECONOMIC IMPACTS Unemployment, Layoffs & Furloughs |
| 5 | CITY OF GLENDALE ACTIONS Actions Supporting Businesses & Residents |
| 7 | BUSINESS COMMUNITY SURVEY #1 Total of 714 Responses |
| 8 | BUSINESS RECOVERY TASKFORCE Taskforce Workgroups & Participants |
| 12 | BUSINESS COMMUNITY SURVEY #2 Total of 108 Responses |
| 14 | RECOVERY ACTION PLAN Four Key Themes |
| 18 | CITY COUNCIL ACTION Additional Funding of \$4,222,500 |
| 22 | BUSINESS RESOURCES Federal, State, and Local Resources |
| 25 | NEXT STEPS Roll Out Dates |

OVERVIEW



The COVID-19 pandemic has presented not only a public health crisis, but an economic one. As such, in addition to the numerous public health measures implemented by the City of Glendale, the Glendale City Council has taken immediate actions to address the concerns facing Glendale's thriving business community since declaring a State of Emergency on March 16, 2020. In early May 2020, the City of Glendale convened the Business Recovery Task Force ("Task Force") to develop a strategic plan to effectively, comprehensively, and quickly address ways in which the City of Glendale can provide a road to recovery to its business community.

Task Force actions, to date, include the participation in two separate community business surveys, focus group meetings, and two virtual meetings. Based on the input collected from the Task Force, four key themes emerged:

1. Clear and Concise Messaging.
2. Support Small Businesses & Micro-Enterprises.
3. Help Businesses Adhere to Health Protocols.
4. Advocate for All Business.

This strategy will detail steps the City of Glendale can take to ensure all businesses, non-profits, and employers can open safely and quickly.



IMMEDIATE ECONOMIC IMPACT

Within the first month of the COVID-19 pandemic, unemployment levels in the United States and California soared. The California unemployment rate spiked to 15.5% in April 2020 from 5.5% in March 2020 – representing the most significant month over month rise in history. Today, California faces unemployment levels of nearly 20 percent, representing 2,989,200 million people. The number of unemployed Californians rose to almost 2.9 million over just two months, surpassing the previous 2.2 million peak during the recession that took more than two years to reach.



2,989,200*
Unemployed Californians
*as of May 22, 2020

UI CLAIMS PROCESSED

| Date | Number of Claims |
|-----------------------------|------------------|
| Week ending March 7, 2020 | 43,385 |
| Week ending March 14, 2020 | 57,606 |
| Week ending March 21, 2020 | 186,333 |
| Week ending March 28, 2020* | 871,992 |
| Week ending April 4, 2020* | 925,450 |
| Week ending April 11, 2020 | 655,472 |
| Week ending April 18, 2020 | 528,360 |
| Week ending April 25, 2020 | 325,343 |
| Week ending May 2, 2020 | 316,257 |
| Week ending May 9, 2020 | 212,667 |
| Week ending May 16, 2020 | 244,431 |
| Week ending May 23, 2020 | 203,262 |

**The EDD saw a 2,418% increase in UI claims processed over the same week a year earlier.*

- Nationwide, unemployment claims hit 17 million.
- The chart to the left is from the California EDD on the number of Unemployment Insurance claims that were processed in California alone, through the week ending May 23, 2020.
- As of June 8, 2020, the National Bureau of Economic Research declared that the United States has fallen into a recession since February 2020.

LAYOFFS AND FURLONGHS

Locally, reports of unemployment and layoffs across many sectors in Glendale were reported almost immediately following the Stay-at-Home orders. The Verdugo Jobs Center ("VJC"), which is a local resource that serves Glendale, Burbank and La Canada Flintridge, received notices of some of these layoffs and furloughs. This included large employers in the retail and restaurant industries.



The Verdugo Job Center offers professional development, career counseling, job search assistance, training opportunities, job fairs, workshops, along with several other employee assistance programs. These services are all offered free of charge. Additionally, the VJC assists businesses in the region with finding skilled workers and layoff transitions. VJC also shares a location with the California Employment Development Department, and extended service to help provide additional outreach on EDD services as requests for unemployment assistance soared.

A SAMPLE LIST OF THE BUSINESSES THAT REPORTED LAYOFFS INCLUDE:

- Macy's – Retail (324 employees)
- Bloomingdales – Retail (150 employees)
- Star Ford – Car Dealership (40 employees)
- Indochino Apparel – Retail (11 employees)
- Cheesecake Factory – Service (63 employees)
- Islands – Service (50 employees)
- LA Fitness – Fitness (85 employees)
- Katsuya –Service (14 employees)
- YMCA –Nonprofit Organization (85 employees)
- Town Sports – Fitness (48 employees)
- BJs Restaurant – Service (81 employees)
- Toyota – Car Dealership (60 employees)
- Granville Café – Service (68 employees)

BRIGHT SPOT: The Verdugo Jobs Center also received requests to assist with hiring, particularly from grocery stores:

- Trader Joes
- Amazon
- Ralphs
- CVS Pharmacy
- Home Depot
- Gelson's Market
- Costco
- Walmart



DECLINING LOCAL ECONOMY

Other preliminary indicators of a declining local economy noted in Glendale came in the request for services through phone calls, proactive calls to local businesses, and business community surveys. General concerns expressed to the City of Glendale included confusion about non-essential vs. essential businesses and questions about how to access funding. Trends across sectors included:



HOTELS

Local hotels, including Glendale Hilton, Embassy Suites, and Hampton Inn temporarily cut back on staff due to the lack of demand. Hyatt Place temporarily closed. On-site gyms and restaurants closed to the public, per the Public Health order. New hotels, Residence Inn by Marriott and Glenmark Hotel, postponed their openings.



RESTUARANTS

With their capacity reduced to take-out and limited dining options, restaurants were looking for relief and support with advertising and curbside pick-up.



GROCERY STORES

Grocers adjusted their hours to accommodate an influx of new customers.



RETAILERS

Retailers who were deemed "non-essential" were forced to close, and as a result, many of their staff members either went on furlough or lost their jobs. Major retailers in the City of Glendale include The Americana at Brand, the Glendale Galleria, and the Brand Boulevard of Cars. Independent retailers, such as those in Montrose, are still grappling with the economic impacts to their business.



ARTS

Local Arts organizations such as the Alex Theatre, the Antaeus Theatre, and the Museum of Neon Art temporarily closed to the public, limiting ability to generate revenue.



SMALL BUSINESSES

Many businesses reported early on about financial pressure, and their inability to access available grant dollars, including those made available through the Coronavirus Aid, Relief, and Economic Security Act (CARES).



OFFICE EMPLOYEES

Many of the employers that occupy the 8 million square feet of Class A office space have transitioned to working remotely. Some reported an uptick in sales, while others reported lay-offs.



"NON-ESSENTIAL" BUSINESSES

Bars, gyms, fitness studios, salons, and barbershops received minimal relief and were looking for any support possible as these businesses were among those to be phased in at later dates.

CURRENT CITY OF GLENDALE ACTIONS SUPPORTING BUSINESSES

The Glendale City Council took immediate actions to address impacts facing Glendale's thriving business community. Following the City Council's declaration of a State of Emergency on March 16, 2020, the following actions have been taken by the City of Glendale:

Adopting a moratorium on evictions on commercial units until June 30, 2020 with repayment standards for small, medium and large sized businesses.

Implementing a six-month term of rent repayment for qualifying tenants impacted by COVID-19. This does not forgive rent; it gives tenants more time to pay any rent they were unable to pay due to the pandemic crisis.

Implementing relaxed parking enforcement in commercial and residential zones. This includes not enforcing street sweeping restrictions in residential areas, and allowing up to 20 minutes of free parking in metered commercial areas to facilitate food pickup.

Allowing for payment extensions offered by Glendale Water and Power. Service will not be disconnected at least until the end of December for people who are not able to pay. Late fees will also be waived until the end of December.

Waiving all late fees for City-provided services (including Library fees) accrued during the emergency period.

Offering free fare on the Beeline Bus through June 30, 2020.

Creating "Our Glendale" small business campaign to support local restaurants by promoting takeout and delivery. Curbside pick-up is encouraged.

Providing ongoing Business Concierge Support through Economic Development and Verdugo Jobs Center to businesses that are looking for personalized assistance, or for employers looking for Layoff Aversion and assistance with Unemployment Benefits, among others. Please note that while many businesses were laying off, others such as grocers were hiring.

Partnering with business organizations such as the Verdugo Jobs Center, the Glendale Chamber of Commerce, the Greater Downtown Glendale Association, the Montrose Shopping Park Association, and the Montrose Verdugo City Chamber of Commerce on providing immediate and frequent resources to businesses.

Maintaining inspections and permitting at the Building & Safety, Planning, and Economic Development Counters.

Automatically extending all plan check and permits expiring in the near future until December 31, 2020. Applicants do not need to submit a request in order to receive this extension.

Suspending code enforcement actions and fee/penalty collection while residents and businesses are coping with the Covid-19 emergency.

Hosting two separate webinars to connect the business community with available resources.

Development of the Emergency Business Resource Page on the City of Glendale's Economic Development page, in addition to the COVID-19 education page established on the City's website.

Support of local businesses through social media posts and campaigns, including creating Mother's Day directory to support businesses such as florists, and a restaurant directory.

- Any business that filled out a link to participate received social media attention, in addition to being added to the Directory.
- This has been disseminated to the local business districts and Chambers of Commerce.

Creation of the COVID-19 Business Newsletter. To date, eleven newsletters have been issued.

Development of a small business grant, up to \$5,000, through Community Development Block Grants. Outreach will begin the week of June 15, 2020, and applications available on July 1, 2020.

Adoption of an Emergency Public Order placing a temporary cap as a percentage of costs costs on the delivery fees charged by third-party food delivery applications to Glendale restaurants.

The actions detailed above were taken in an effort to provide immediate economic relief and support to businesses. In early May 2020, the City convened a Business Recovery Task Force ("Task Force") as a way to build upon the items detailed above.

BUSINESS RECOVERY TASKFORCE

Business Community Survey #1

In early May 2020, the City convened a Business Recovery Task Force ("Task Force"). The objective of the task force was to develop a strategy to assist Glendale businesses to reopen and recover from the effects of the COVID-19 Emergency Orders. Immediately prior to the first Task Force meeting, a survey was issued to the community and all Task Force members in an effort to better understand key issues facing the local business community, including access to funds, average grant size, general pain-points, and recommendations on actions that the City could take to assist businesses.

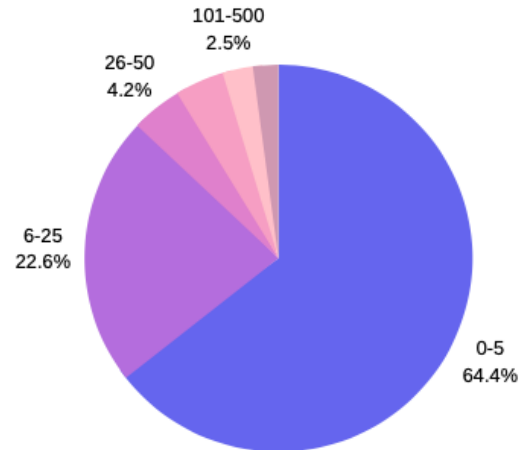
The Economic Development Division released a Business Community Survey, and received a total of 714 responses. Combined, more than 87% of respondents employed 25 or fewer employees. Of those surveyed, 37% of businesses applied for federal funding, and only 19% of those surveyed were approved. In general, the survey depicts that nearly 67% of all the respondents have not received any funding. Sixty-four respondents said funds received varied from \$1,000 to \$900,000.

Businesses were also asked what their concerns were for reopening. The most significant responses include: COVID-19 Compliance and Requirements (57%), Customer Re-Connection (50%), and Capital (40%). Other responses included: "The ongoing costs associated with PPE, Disinfectants and cleaning, Plexiglass... ," and "Obtaining PPE."

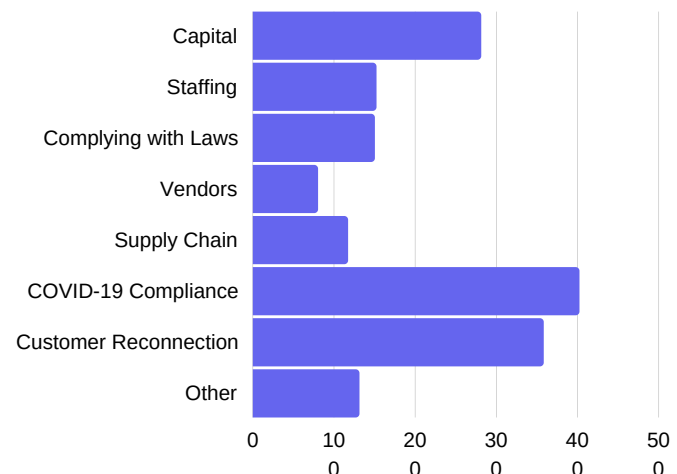
When asked, "What is the single most important thing the City of Glendale can do for your business during this time?" common responses included:

- Provide funding support
- Offer Rent assistance
- Allow businesses to re-open
- Provide clear communication and messaging on new guidelines

Number of Employees?



What may be some of your concerns when reopening?



BUSINESS RECOVERY TASKFORCE

Recovery Task Force Meeting

On Thursday, May 21, 2020, the City of Glendale hosted its first Business Recovery Task Force meeting. The Task Force comprises more than 25 stakeholders that represent important industry segments in Glendale, including retail, hospitality, office, and healthcare.

The stated purpose of the Glendale Business Recovery Task Force is to develop a working group that can guide the recovery efforts through the development of a “Glendale Business Recovery Strategy.” This strategy will be presented to the Glendale City Council for adoption on June 16, 2020. The strategy will detail policies and steps the City can adopt to ensure businesses, non-profits, and employers can open safely and quickly.



THE TOTAL NUMBER OF BUSINESSES
LOCATED IN THE CITY OF GLENDALE IS
14,437

TASKFORCE PARTICIPANTS

Invited Organizations

ABC-TV
Americana at Brand
Armenian Relief Society
Basic Training Fitness
Brand Boulevard of Cars
Chess Park Tavern
City of Glendale
Cushman & Wakefield
GCC/Professional Development Center
Glen Arden Club
Glendale Chamber of Commerce
Glendale Galleria
Glendale Unified School District
Greater Downtown Glendale Association

Hyatt Hotel
USC-Verdugo Hills Hospital
Kenneth Village Merchants Association
Manufacturers Bank
Prolase Medical Spa and Laser Clinic
Montrose Shopping Park Association
Montrose Verdugo City Chamber of
Commerce
Mountain Rose Gifts
New City America
Tufenkian Gallery
Walt Disney Company
YWCA

BUSINESS RECOVERY TASKFORCE

Recovery Task Force Work Groups

The Task Force established six working groups to address specific topics. The information below details the topics and key takeaways from task force meetings.

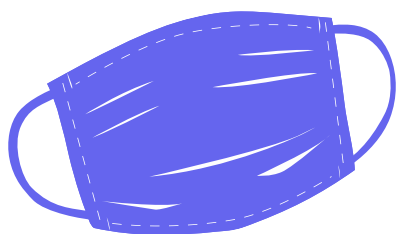
AL FRESCO GLENDALE

Discussion: Develop an outdoor dining and retail program throughout Glendale to expand limited indoor capacity. Guidance is needed on locations, equipment required, and how to most effectively support small businesses.



KEY TAKEAWAYS:

- Waive fees associated with sidewalk dining for businesses using the program.
- Do not put extra costs on businesses for implementing outdoor dining. It may not be feasible for businesses depending on the duration of the order.
- Clear communication and direction is needed from the City of Glendale and County Health Officials on guidelines for using the program.
- Cost and immediacy are key right now as businesses look to reopen.
- Utilize empty city lots that are not occupied now for outdoor dining.



HEALTH CODE COMPLIANCE & PPE

Discussion: Develop parameters necessary to ensure effective communication with businesses on current health standards, messaging, and grant programs to support obtaining proper Personal Protective Equipment ("PPE").

KEY TAKEAWAYS:

- Provide clear direction on the type of businesses that can open.
- Provide clear messaging on requirements and protocols for re-opening as established by the Los Angeles County Department of Public Health.
- PPE that will be needed include reusable masks and hand sanitizer, among others.

BUSINESS RECOVERY TASKFORCE

Recovery Task Force Work Groups

LEGISLATION

Discussion: Develop and review key legislative action and advocacy strategy, including laws directly imposed by County, State, and Federal Officials. Provide feedback on proposed Glendale City Council ordinances.



KEY TAKEAWAYS:

- Develop balanced local legislation that carefully weighs the interests of all stakeholders.
- Use the opportunity to adopt a destination marketing fee for hotels to help enhance local tourism, bring customers back, and increase marketing efforts.
- Be an advocate for businesses.
- Work with the Los Angeles County Department of Public Health to develop a list of clear guidelines.

SMALL BUSINESSES & NON-PROFITS



Discussion by Small Business: Provide insight on unique challenges facing small businesses. Make recommendations on measures the City can take to specifically support small businesses (those under 25 employees), and insight into the development of a grant program.

Discussion by Non-Profits: Provide insight on unique challenges facing non-profits. Offer guidance into recommendations on issuing grants to business organizations that can be used to enhance outreach and education.

KEY TAKEAWAYS:

- The City should serve as a clearinghouse of information for grants, safety protocols, best practices and other resources.
- Chambers, business districts and other local business associations should work as ambassadors of the City, and can also provide additional services/outreach or even grant administration support.
- Provide grant funding, especially to cover back rent.
- Establish a strong advertising campaign to boost consumer confidence.
- Provide clear messaging to businesses and consumers regarding safety protocols.

BUSINESS RECOVERY TASKFORCE

Recovery Task Force Work Groups

CHILDCARE

Discussion: Provide insight into childcare needs of businesses, available resources, and practical service delivery recommendations the City can deploy. Develop parameters for a \$250,000 grant program to support childcare needs in Glendale.



KEY TAKEAWAYS:

- Regular programming will not immediately resume in day camps at City facilities.
- Community organizations and non-profits can offer additional space for childcare, if needed, but would need licensed childcare providers.
- City can direct resources to help limited number of families impacted by COVID-19.
- Unemployment Insurance expires on July 31, but parents cannot go back to work because their children are not in school and may not have extra money for childcare.
- Voucher programs for childcare will be beneficial, but eligibility determination would need to be made (i.e. should vouchers be offered to "non-essential employees" only?)
- Consider developing discount or grant program to assist childcare providers with obtaining PPE.



ARTS, HOSPITALITY & LEISURE

Discussion: Provide insight into the unique challenges hotels, arts institutions, and banquet facilities are facing. Inform on measures the City can take to support the swift reopening of these businesses.

KEY TAKEAWAYS:

- Artists and hospitality are really impacted by this pandemic, and need funding immediately.
- Estimates from the hospitality industry say they had to cut the workforce by 80 to 90 percent.
- It will be difficult to achieve pre COVID-19 capacity in large spaces, further impacting revenues.
- City needs to develop creative solutions to allow businesses that support arts, hospitality and leisure to re-open soon.

BUSINESS RECOVERY TASKFORCE

Business Community Survey #2

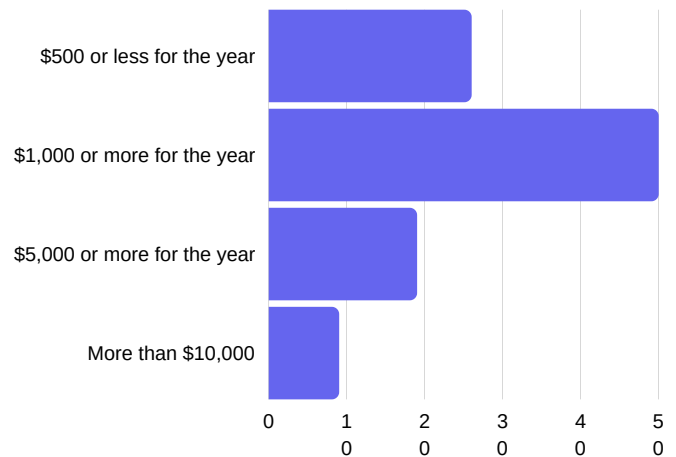
On May 28, 2020, the Economic Development Division released the second Business Community Survey to better understand the assistance Glendale businesses need to cope with the financial impact of COVID-19. This survey received a total of 108 responses.

When asked, "How can the City best help you reconnect with previous and potential customers," a majority of respondents asked for "clear messaging on what is open," "aggressive social media campaigns," and an establishment of a "regional marketing campaign."

In terms of rent deferment, 44% of survey respondents have deferred their rent. Of those, results indicate that the amount deferred ranges from \$1,200 to \$100,000. When asked if the business would be able to repay the amount reported for the deferred rent, 15% of businesses stated that they would be able to repay the amount, while 29% of the respondents stated that they would not be able to. The remaining 56% of respondents reported that it is too early to tell their ability to pay the deferred rent.

In regards to the personal protective equipment (PPE) gear that businesses anticipate purchasing, 26% of the respondents stated that they could not purchase all or some personal protective equipment on their own and could not open or operate their business without an upfront grant. On the other hand, 67% of the respondents can purchase all or some of the personal protective equipment on their own with the preference of being reimbursed for these costs.

How much do you anticipate paying in equipment to comply with new health code regulations and physical distancing requirements?



What PPE Do Businesses Anticipate Buying?



BUSINESS RECOVERY TASKFORCE

Business Community Survey #2

Businesses were also asked, "How can the City of Glendale best serve your business as we move to recovery?" The most common selections included: "Provide business grant programs for business expenses (i.e. back rent, payroll), "Provide business grants to supply PPE," and "Provide clear, concise and frequent communication."

What are you currently experiencing as a business owner?



THEMES

- Debt
- No income
- Lack of cashflow for rent, employees, utilities
- PPP loan inadequate
- Conducting curbside pick-up and takeout, but not enough cash for re-opening supplies

28%

of survey respondents are interested in having a temporary outdoor dining/shopping/work out space.

60%

of survey respondents have not discussed repayment arrangements with their landlords.

21%

of survey respondents find childcare an issue for them or for their employees as a result of COVID-19

"It's one hit after another."

"Stress, worry, frustration, gratitude, resilience."

"This entire thing has been devastating."

"Worried about being sued for COVID-19 suits by customers."

RECOVERY – ACTION PLAN

Based on the findings from the Business Community Surveys and Working Groups, four key themes and action steps emerged:

1 CLEAR AND CONCISE MESSAGING



Objective

- Clearly inform businesses on timelines, safety protocol, and openings.
- Boost consumer confidence.
- Attract new local/regional customers.
- City should serve as a clearinghouse of information.

Implementation Steps

- ✓ Develop a stronger relationship with the County of Los Angeles, including the Los Angeles County Department of Public Health, in an effort to better understand complex health protocols, anticipated timelines, and changing guidelines that will directly impact local businesses
- ✓ Develop list of clear guidelines and associated material for variety of industry segments, particularly retail and office.
- ✓ Develop visible signage for local businesses, similar to the restaurant grades, for the purpose of informing customers and guests that the business has successfully adhered to all required public health and safety protocols. This could result in boosting consumer confidence.
- ✓ Hire a Marketing firm to target regional tourists and reacquaint customers with businesses.
- ✓ Enhance Website to provide for interactive way to share information on best practices, available grant funds, and government updates.
- ✓ Develop Business Resource Guide.

RECOVERY – ACTION PLAN



SUPPORT SMALL BUSINESSES & MICRO-ENTERPRISES 2

Objective

- Help all small businesses and non-profits financially through grant programs.
- Relieve City-imposed expenses.
- Encourage outdoor dining and retail during the time that businesses still have limited capacity.

Implementation Steps

- ✓ Develop grant programs to assist small businesses ineligible for the federal grants with back-rent, employee costs, operational expenses. This will be made possible through a \$572,500 CDBG grant allocation.
- ✓ Expand grant program to allow more businesses to apply and have fewer restrictions as imposed in the CDBG grant program. This is made possible by a \$1.5 million grant allocated by the Glendale City Council to support economic recovery.
- ✓ Implement a \$500,000 grant program for artists and supporting non-profit arts groups aimed at boosting the recovery and impact of artists and non-profits serving the cultural diversity and equity objectives of the city.
- ✓ Explore what City fees can be temporarily waived or relieved, including utilities and parking.
- ✓ Implement Al Fresco Glendale program immediately. This will be made possible through funding approved by the Glendale City Council, and actions taken by the Council to waive associated permit fees for a 90-day period, effective June 11, 2020.

RECOVERY – ACTION PLAN

3 HELP BUSINESSES ADHERE TO HEALTH PROTOCOLS



Objective

- Provide resources to businesses to obtain or offer discounts to PPE.
- Clearly articulate Public Health Orders for safety and security of businesses and their customers.
- Provide employees additional resources to help gain access to childcare.

Implementation Steps

- ✓ Develop grant program in the amount of \$1 million to provide PPE or discounts to businesses.
- ✓ Work with Fire Department personnel to inform businesses of safety protocol, and develop visible branding for businesses.
- ✓ Develop childcare program with \$250,000 in funding authorized by the Glendale City Council. This may include offering direct assistance and/or grants for PPE directly to childcare providers, camp programs, etc.



RECOVERY – ACTION PLAN



ADVOCATE FOR ALL BUSINESS 4

Objective

- Balance different stakeholder interests through development of fair local legislation aimed at returning the City of Glendale to pre-COVID economic success.
- Work with the local business districts and associations to enhance outreach and education to the local business community.
- Ensure that local businesses have abundant access to all resources available to them.

Implementation Steps

- ✓ Develop local balanced ordinances such as Eviction Moratorium, and Restaurant Delivery Caps.
- ✓ Maintain relationship with Task Force to ensure all business sectors continually get representation and direct influence to local government.
- ✓ Implement \$150,000 grant fund to local business organizations for the purpose of developing programs supporting business. Programs may include workforce training programs, access to funding sources, and broader technical assistance for COVID-19.
- ✓ Maintain and enhance relationships with local and regional service providers such as the Verdugo Jobs Center, Small Business Development Centers, Los Angeles County Economic Development Corporation, and the Valley Economic Alliance, among others.

CITY COUNCIL ACTION

ECONOMIC RECOVERY PACKAGE: \$4,222,500

On June 2, 2020, the Glendale City Council adopted the 2020-21 Budget that allocates \$3,650,000 in funding for Economic Recovery. This is in addition to \$572,500 of federal grant funds available locally through the City of Glendale.

Based on a recent survey, 67% of respondents have not received federal relief funds. Funding allocated through Measure S and the Community Development Block Grant ("CDBG") will provide small businesses with direct assistance.

CDBG Funding: The City will launch a grant program to support 114 businesses with an up to \$5,000 grant per qualifying business. Funding is limited to supporting businesses with majority low-income employees.

Measure S Funding: Council authorized \$1,750,000 for small business recovery. Of that, \$1,600,000 of these funds are being proposed as small business assistance grants. These funds can be used for rent, payroll, and operational expenses. The program will be developed following the roll-out of the CDBG Small Business Grant Program. The remaining \$150,000 will be used for Al Fresco Glendale, described on Page 18.

SMALL BUSINESS RECOVERY & ASSISTANCE

\$1,750,000 - Measure S

\$572,500 - CDBG

Total Funds: \$2,322,500

PERSONAL PROTECTIVE EQUIPMENT GRANTS

\$1,000,000

The findings from the business surveys show that nearly 60% of respondents are most concerned about COVID-19 compliance and requirements when it comes to re-opening. To address this, the City will deploy a program to support businesses with their PPE needs. The program development will commence immediately following the adoption of this strategy.

CITY COUNCIL ACTION

ECONOMIC RECOVERY PACKAGE: \$4,222,500

As part of the Small Business Recovery and Assistance Programming, the City proposes utilizing \$150,000 of those funds to develop Al Fresco Glendale.

This program will provide restaurants and retailers with necessary temporary streetscape equipment to safely designate curbside parking spaces, public right-of-way sidewalks, and private property as temporary outdoor dining locations.

This program will allow businesses to operate in an open environment as a measure to lessen the spread of COVID-19, and to offset the loss of indoor capacity. The City Council authorized the waiving of any City permit fee for this program until August 31, 2020. Businesses can apply now to participate in the program by visiting:

www.glendaleca.gov/alfresco

SUPPORT THE ARTS

\$500,000

RESTAURANT RELIEF – AL FRESCO GLENDALE

\$150,000



This funding will enable the City to establish a grant program for artists and non-profits supporting arts and cultural institutions that can clearly demonstrate benefits to the community. These individuals and non-profits have been economically devastated by the COVID-19 crisis and have had little to no access to relief funds. These grants will be used to boost the recovery and impact of artists and non-profits serving the cultural diversity and equity objectives and creative vitality of the City.

CITY COUNCIL ACTION

ECONOMIC RECOVERY PACKAGE: \$4,222,500

This funding will allow for the implementation of an expansion of childcare services so working parents can go back to work as the State phases in additional work sites and childcare centers. Funding can be used to develop a voucher program, discounts to PPE for childcare providers, and/or to develop other partnerships to deliver child care services to employers and employees impacted by COVID-19.

CHILD CARE

\$250,000



ENHANCING ACCESS TO EMERGENCY RECOVERY RESOURCES WITH EXISTING BUSINESS ORGANIZATIONS

\$150,000

This funding would support local business organizations, Chambers of Commerce, Professional Development Centers, and local business associations to develop programs or provide additional training to assist businesses in accessing other critical funding sources. Funding could also be used to develop broader technical assistance for COVID-19 recovery efforts. Funding will help further expand current programming offered by these organizations and may be utilized for operating expenses by non-profit business organizations that are not eligible for federal relief funds.

HEALTH & SAFETY PROTOCOLS

UNDERSTANDING PUBLIC HEALTH REQUIREMENTS

There are a variety of online health and safety protocols, as well as financial resources available through the federal government, State of California, County of Los Angeles, and the City of Glendale. The City will develop a more comprehensive Business Resource Guide, but immediate recommended links include the following:

REOPENING PROTOCOLS



CAR
DEALERSHIPS



COMMERCIAL
BUILDINGS



HAIR SALONS
BARBERS



RETAIL
STORES

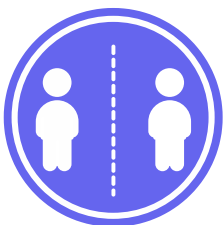


RESTAURANTS/
CAFES

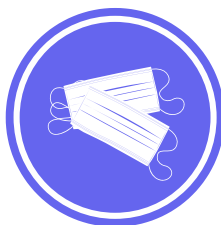


SHOPPING
CENTERS

WHAT YOU SHOULD KNOW



SOCIAL
DISTANCING

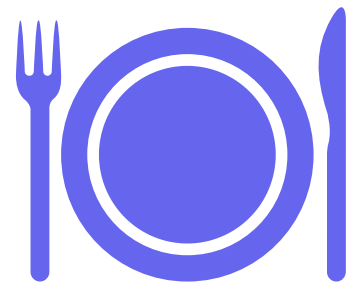


CLOTH FACE
COVERINGS



TESTING

COVID-19 DINE-IN RESTAURANT TOOLKIT



[Click here to view more safety protocols and resources offered by the LA County Department of Public Health \(Link: http://www.ph.lacounty.gov/media/Coronavirus\).](http://www.ph.lacounty.gov/media/Coronavirus)

BUSINESS RESOURCES

FEDERAL RESOURCES*

PAYCHECK PROTECTION PROGRAM

[WWW.BUFF.LY/
2R85T9H](http://WWW.BUFF.LY/2R85T9H)

- Businesses with less than 500 employees
- Maximum loan size is up to 2.5 times the average monthly payroll costs over the prior 12 months or
- \$10 million

DISASTER LOAN ASSISTANCE

[WWW.BUFF.LY/
2PMSPVH](http://WWW.BUFF.LY/2PMSPVH)

- COVID-19 ECONOMIC INJURY DISASTER LOAN ADVANCE (Up to \$10,000)
- COVID-19 ECONOMIC INJURY DISASTER LOAN(Up to \$2 million

EXPRESS BRIDGE LOAN

[WWW.BUFF.LY/
2UTLA7S](http://WWW.BUFF.LY/2UTLA7S)

- Provides direct loan assistance to small businesses located in communities impacted by Presidentially-declared disasters and disasters declared by SBA under its own authority.
- Express Bridge Loan (Up to \$25,000)
- Max 7-year repayment

For a comprehensive list of available Business Resources, please visit:

www.glendaleca.gov/government/departments/economic-development/emergency-business-resources

**Funds may be exhausted, but additional information can be found directly at the listed websites.*

BUSINESS RESOURCES

STATE RESOURCES

CALED

CALIFORNIA ASSOCIATION FOR LOCAL ECONOMIC DEVELOPMENT

WWW.CALED.ORG

As businesses and the local economy are hit hard by the virus and its effects, CALED has gathered federal, state, and local resources that provide guidance as well as examples of what communities are doing to help their local businesses.

1. BUSINESS RESOURCES
2. EMPLOYER AND EMPLOYEE RESOURCES
3. LOANS AND FINANCIAL ASSISTANCE
4. EXAMPLES OF LOCAL BUSINESS ASSISTANCE AND PROGRAMS



CA EDD

CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT

WWW.EDD.CA.GOV

The Employment Development Department (EDD) provides a variety of services to businesses, workers, and job seekers. The EDD administers several multi-billion dollar benefit programs, including the Unemployment Insurance (UI), Disability Insurance (DI), and Paid Family Leave (PFL) programs that provide financial stability to workers and their communities.

California

For a comprehensive list of available Business Resources, please visit:

www.glendaleca.gov/government/departments/economic-development/emergency-business-resources

BUSINESS RESOURCES

LA COUNTY RESOURCES

SBDC

LOS ANGELES SMALL BUSINESS DEVELOPMENT CENTER

WWW.PCCSBDC.ORG

The Los Angeles SBDC is offering daily webinars and Q&A on the Economic Injury Disaster Loan, Payroll Protection Program, Disaster Bridge Loan, 7a Forgiveness Program, and other funding opportunities. Registration is free. To sign up, [please click here](#).

*los
angeles*

DCBA

LOS ANGELES DEPARTMENT OF CONSUMER AND BUSINESS AFFAIRS

WWW.DCBA.LACOUNTY.GOV/CORONAVIRUS

The DCBA offers several resources that can assist business owners in facing a significant downturn in customers and profits during COVID-19. For businesses interested in this resource, it is encouraged to call the new L.A. County Disaster Help Center at (833) 238-4450.



For a comprehensive list of available Business Resources, please visit:

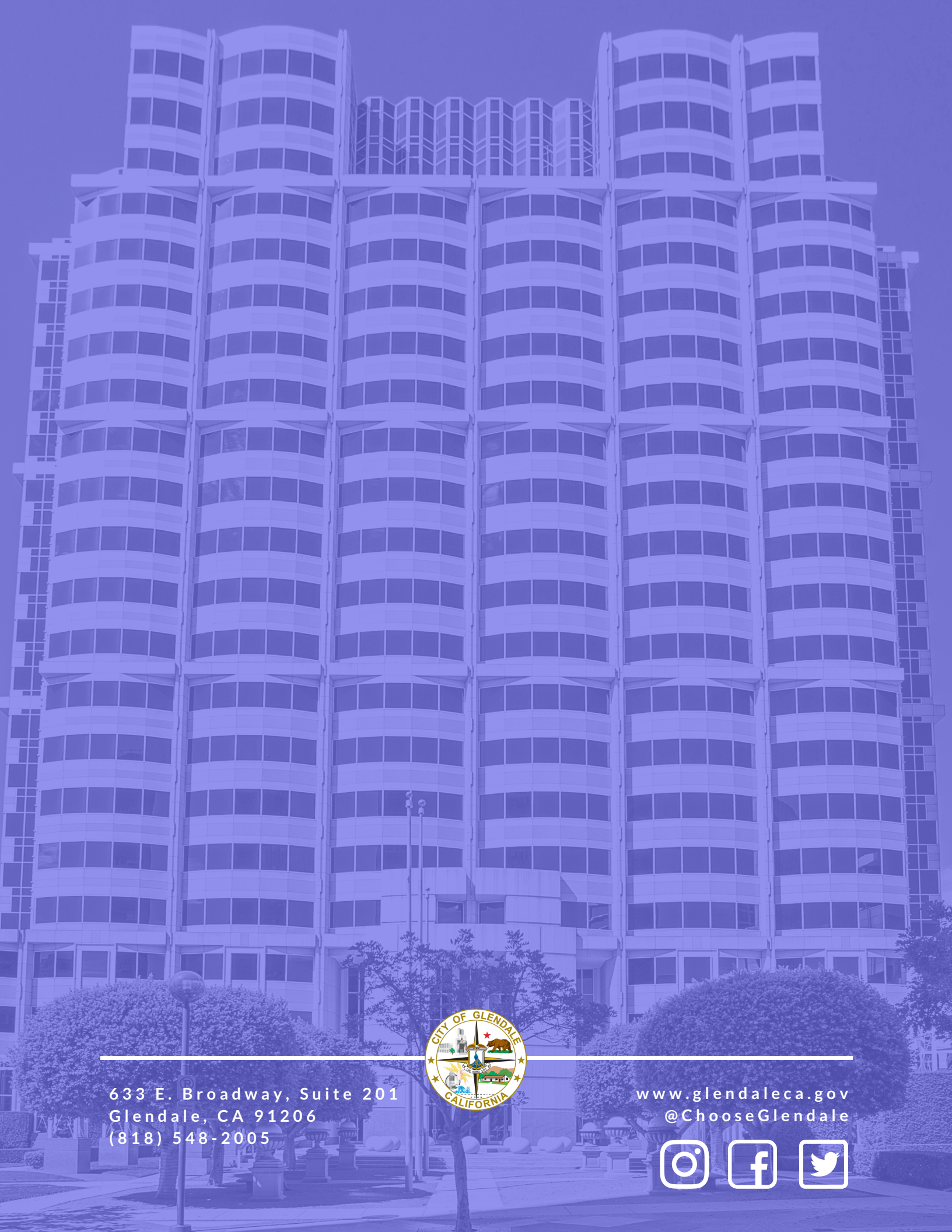
www.glendaleca.gov/government/departments/economic-development/emergency-business-resources

NEXT STEPS



The City of Glendale will continue to rely on the Task Force members for implementation and ongoing guidance and feedback regarding this Business Recovery Strategy.

The Glendale City Council will be routinely updated on the implementation steps as defined in this Strategy.



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