

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



League of California Cities



June 2020

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



LOCATION Los Angeles County, in the San Gabriel Valley, 15 miles north of downtown Los Angeles	SQUARE MILES 23	AVERAGE TEMPERATURE 69.3° DEGREES <small>(Source: NOAA)</small>	YEAR OF INCORPORATION: 1886
POPULATION 141,510 <small>(Source: California Department of Finance)</small>	AVERAGE HOUSEHOLD SIZE: 2.51 <small>(Source: U.S. Census Bureau, 2014 American Community Survey)</small>	\$70,845 MEDIAN HOUSEHOLD INCOME <small>(Source: U.S. Census Bureau, 2014 American Community Survey)</small>	



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 –



LINCOLN

LINCOLN AVE.

Fair Oaks Ave.


Washington Blvd.

Lake Ave.

 **EAST W**

bon appetit


Fair Grove


NORTH LAKE


Hill Ave.

Allen Ave.

Altadena Ave.




Orange Grove Blvd.

New York Dr.

Sycamore Village Ave.


Old
PASADENA


CIVIC



PLAYHOUSE


SOUTH LAKE

210
Walnut St



Walnut



COLLEGE



LAMANDA



HASTINGS


134
Colorado Blvd.

California Blvd.

Los Robles Ave.

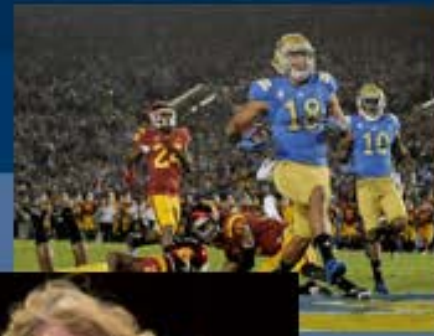


HeArt


Future Yourself Here

PASADENA www.futureyourselfhere.com

Rose Bowl Events



PASADENA

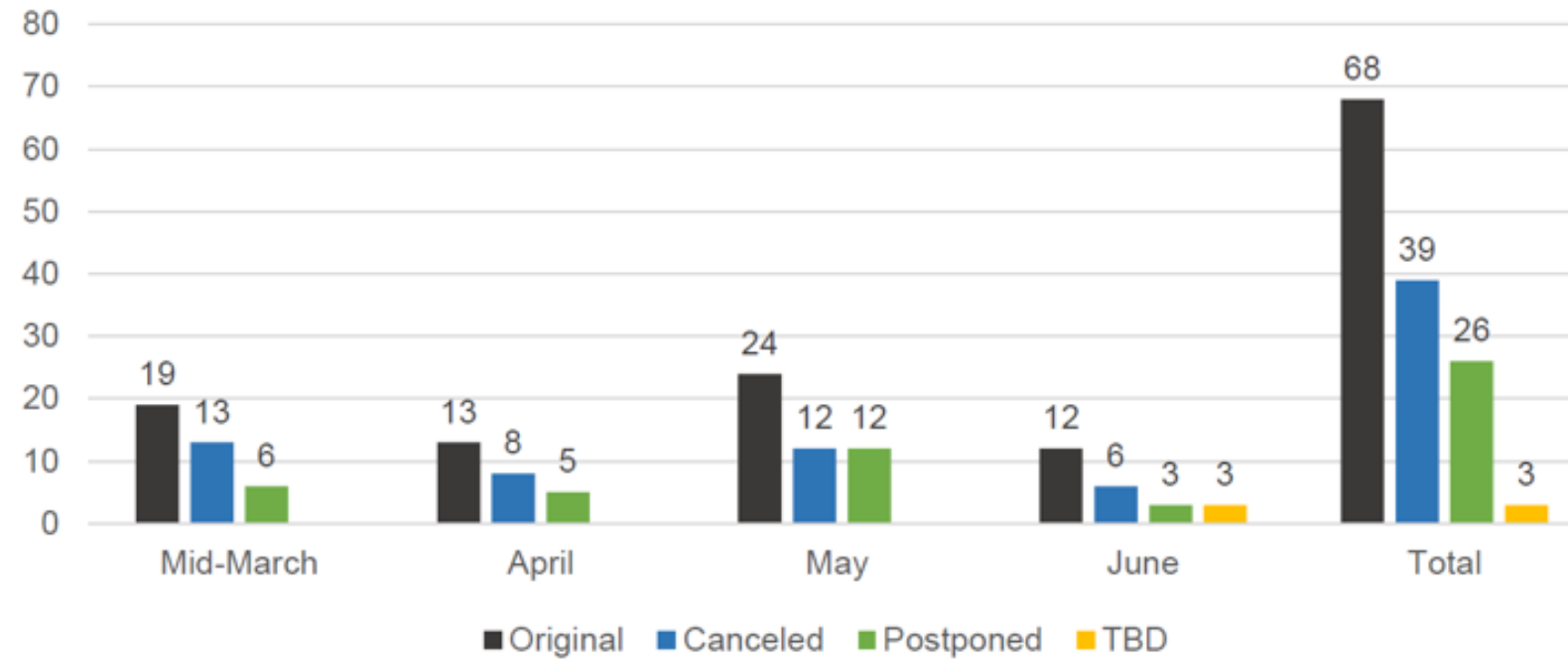
Convention Center



Convention Center

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

Event Impact FY2020



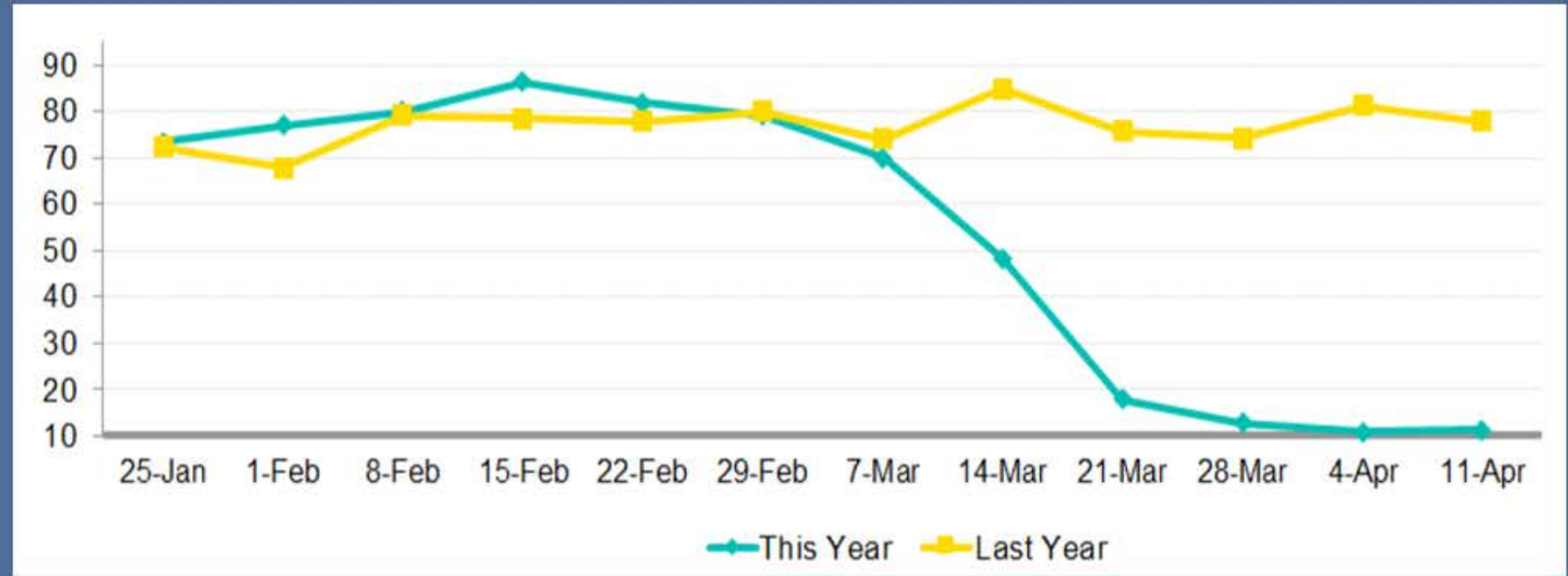
	Number of Events	Rental	Forecasted Total Revenue	Attendance	Room Nights
Loss thru June	68	\$931,735	\$2,143,705	108,684	8,669



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.

PREPARING FOR THE NEXT ROUND OF FEDERAL FUNDING FOR SMALL BUSINESSES

The Pasadena Small Business Development Center will host a webinar on Thursday, April 23rd at 11 am to help Pasadena businesses prepare and plan for the next round of relief funding.

This webinar will provide an overview of the application process and allow time for Q&A, so that businesses are prepared to apply when the funding goes live.

To participate, go to
<https://bit.ly/zoom91284517387>
Dial-In Option: 1-669-900-6833
Meeting ID: 912 845 173 87



COVID-19 EMPLOYEE RIGHTS & RESOURCES WEBINAR

The FWDB will host a Webinar on Monday, April 27th at 1 PM to help workers impacted by COVID-19.

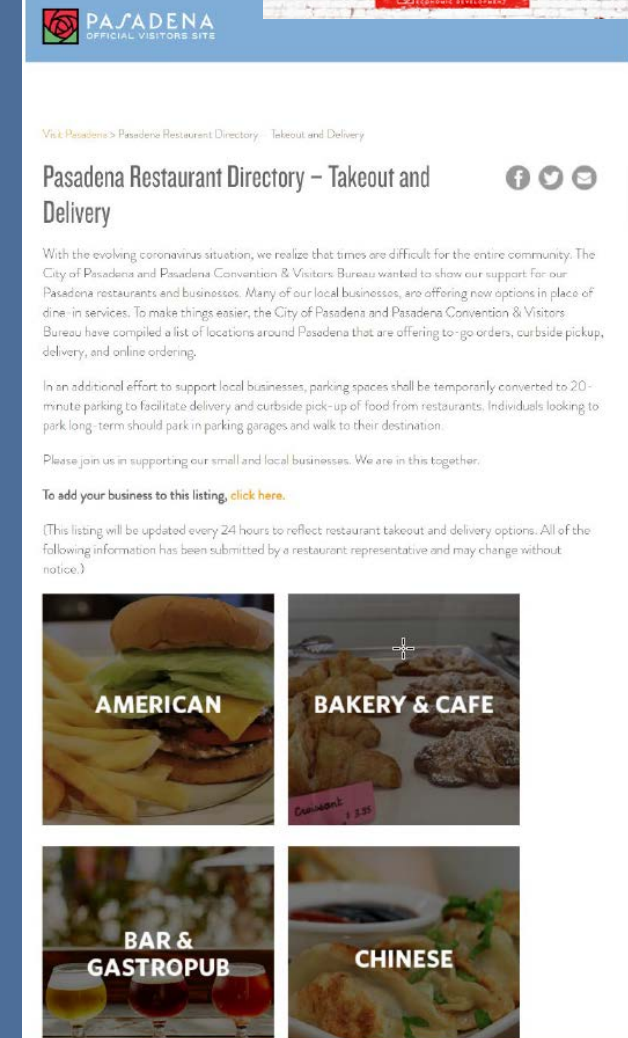
If you have been laid off and have questions about unemployment and health insurance or financial and job services, join this webinar for helpful information and get on-the-spot answers to your questions.

To participate, go to
<https://zoom.us/j/6967524809>
Dial-In Option: 1-669-900-6833 or 1-346-248-7799
Meeting ID: 696 752 4809



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...



PASADENA



PASADENA

CONVENTION & VISITORS BUREAU

In collaboration with



PASADENA

CHAMBER OF COMMERCE

A GREAT PLACE TO LIVE



OLD PASADENA

RENEWED HISTORY

Playhouse
Village

In the heart of Pasadena



SOUTH LAKE

EST. 1988

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**

UNDERSTANDING RELIEF FUNDS FOR BUSINESSES IMPACTED BY COVID-19

The Pasadena Small Business Development Center will host a webinar on **Tuesday, April 7 at 11 AM** to help Pasadena businesses and employers impacted by COVID-19. This webinar will provide a helpful overview to Pasadena business owners on relief funding available under the CARES Act.



COVID Business Briefing Q&A for Office

The City of Pasadena invites office tenants & brokers to an industry specific presentation with Q&A for questions, comments, and recommendations related to future phase reopening plans.

Wednesday, May 27 • 11:00 am – 12:00 pm

Please click the link below to join the webinar:
<https://us02web.zoom.us/j/82152435116>
Dial: 1-669-900-6833
Meeting ID: 821-5243-5116

PASADENA
CALIFORNIA

COVID Business Briefing Q&A for Personal Care Services

The City of Pasadena invites personal care/close contact service providers to an industry specific presentation with Q&A for questions, comments, and recommendations related to future phase reopening plans.

Thursday, May 28 • 11:00 am – 12:00 pm

Please click the link below to join the webinar:
<https://us02web.zoom.us/j/87808723607>
Or Dial: 1-669-900-6833
Meeting ID: 878-0872-3607

PASADENA
CALIFORNIA

COVID Business Briefing Q&A for Manufacturing & R&D

The City of Pasadena invites manufacturing/R&D service providers to an industry specific presentation with Q&A for questions, comments, and recommendations related to future phase reopening plans.

Friday, May 29 • 11:00 am – 12:00 pm

Please click the link below to join the webinar:
<https://us02web.zoom.us/j/82521726534>
Or Dial: 1-669-900-6833
Meeting ID: 825-2172-6534

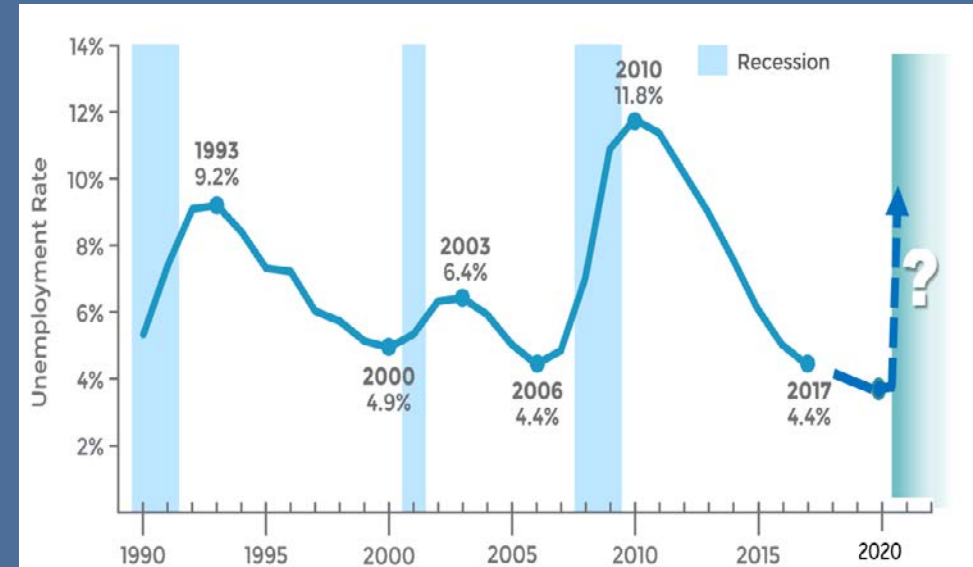
PASADENA
CALIFORNIA



Workforce Support



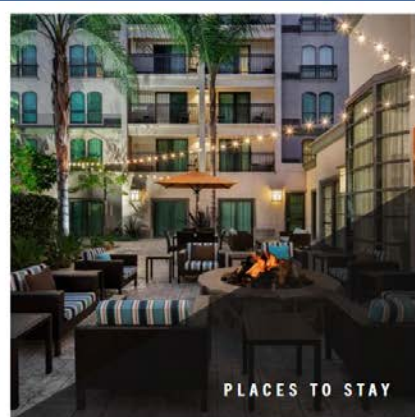
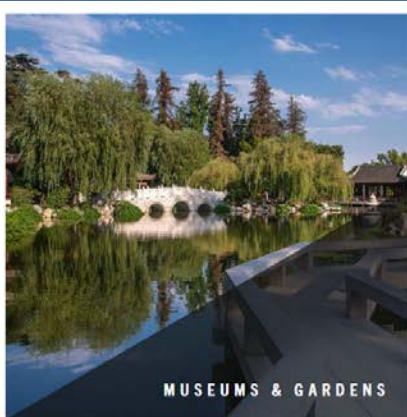
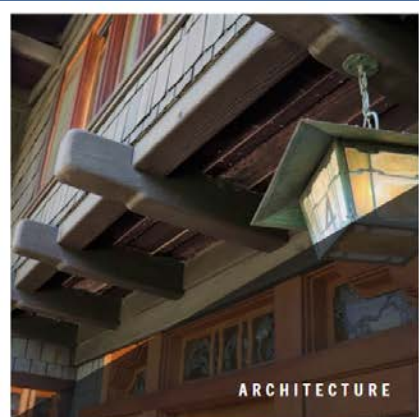
- Pasadena is lead city for a six city workforce development board
- Recently awarded, a \$2 million State grant to be directed to hospitality workers supportive services to approximately 800 additional individuals dislocated by the COVID-19 virus.
- Career Services staff has worked with the State, labor 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



ACADEMIC AND INSTITUTIONAL

CALTECH NEUROSCIENCE CENTER



ART CENTER COLLEGE OF DESIGN



KAISER SCHOOL OF MEDICINE



DOHENY – UCLA EYE INSTITUTE



JPL – NEW PROJECTS







La Quinta

— CALIFORNIA —



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

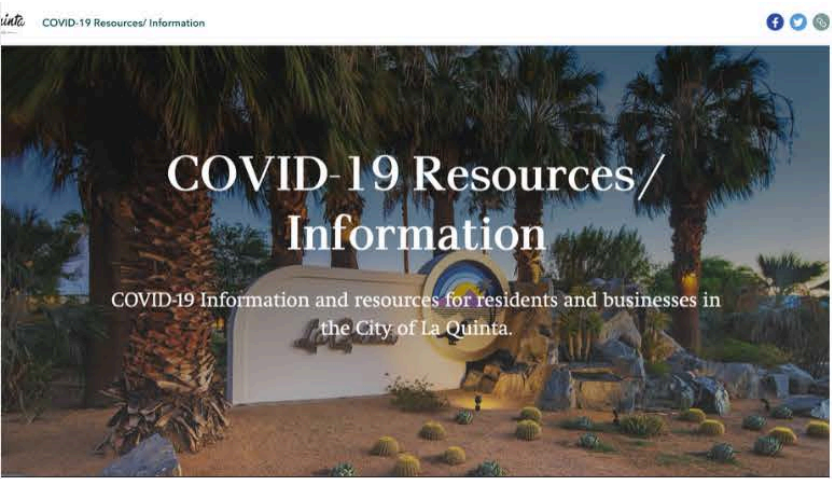
NUMBER OF EMPLOYEES (PT/FT)

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



COVID-19

RESOURCES FOR CITIES

Webinar Series



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

MAYORS & COUNCIL MEMBERS



Executive Forum

JUNE 18 • JUNE 25 • JULY 2

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>