

# **Economic Development Department COVID-19 Economic Recovery Plan**

**May 5, 2020**



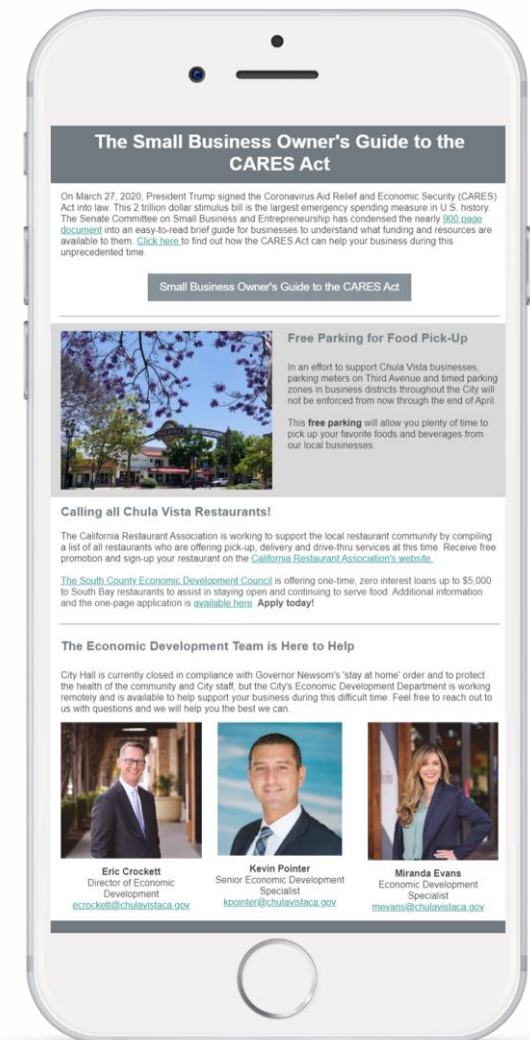
# Presentation Overview

- Overview of 90-Day Economic Recovery Plan
- Proposed Programs/Policies
- Feedback and Questions

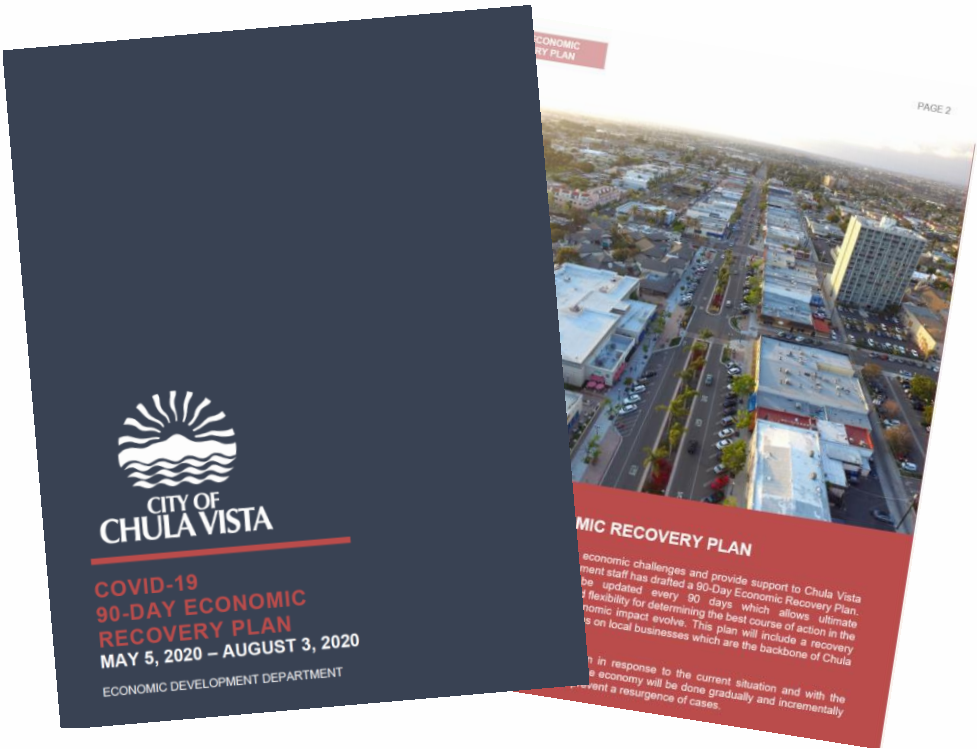


# How are we reaching them?

- **Constant Contact Newsletters**
  - Over 50,000 emails sent with 46% average open rate
- **Website views (ED webpage)**
  - Over 7,400 page views 3/1-4/29
  - Over 5,500 unique page views 3/1-4/29
- **Website inquiries for 'contact us'**
  - Over 65 individual staff responses provided
  - New email launched: [business@chulavistaca.gov](mailto:business@chulavistaca.gov)
- **Social media messaging**
- **Partner networks (SCEDC, TAVA, Chamber)**
- **Network of staffs' relationships**
- **Western CV Walkabouts**



# Recovery Plan's Core Tenets



**Financial Assistance**



**Technical Assistance**



**Marketing & Promotion**



**Business Friendly Policies**



**Continue Critical ED Projects**





# Financial Assistance

*Providing businesses with local financial support*

Small Business Relief Fund

On-the-Job Training Program

Direct Financial Assistance Loan Program for Small Businesses  
(\$600,000 CDBG)

TechHire Job Training Program (\$200,000 CDBG)

SCEDC Restaurant Loan Program



# Technical Assistance

*Working with local partners to provide technical assistance to businesses*

Communication on Assistance from Federal, State and Local Authorities

Business Assistance and Concierge Services

Technical Assistance for Federal and State Programs

Economic Recovery Survey

Industry Working Groups (SCEDC, TAVA, Chamber)





# Marketing and Promotion

*Supporting businesses and the local economy through marketing campaigns*

Community-wide business support marketing campaign (#THISisChula)

Local business promotion and marketing with Colu App



## City

1 Defining a relevant city goal, allocating a reward budget and launching a campaign on the app



## 2 Residents

Learning about what's happening in their cities. After performing a recommended action, receiving City Coins which **can be spent only in small local businesses.**

## 3 Businesses

Attracting residents to redeem their City Coin and enjoying increased customer traffic

*Colu App Process*





# Business Friendly City Policies

*Cutting “red tape” to support and incentivize business success*

Prioritize TI Permits

Eliminate TDIF for Change of Use

Temporary Deferral of Sewer Capacity Fees

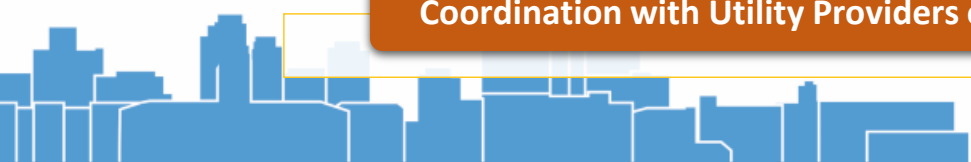
Extend Fee Deferral Program for CFD No. 17-1 (Western CV)

Safe Business Encroachment into ROW for Queuing (Slow Streets)

Free Parking on Third Ave and Commercial Corridors

City Advocacy to ABC

Coordination with Utility Providers on Payment Plans







# Continue ED Projects

*Pursue ED Catalyst Projects for Economic Gain*

Supply Chain Analysis

No-fee Sanitation and Social Distancing Protocol Permit

Harvard Summer Fellowship

Bayfront

Millenia Office

University-Innovation District

Third Avenue Revitalization

# Other Needs

*How can we pivot our operations to best meet the needs of our community and support the economy?*

## **Other Considerations:**

- Childcare
- Housing
- Transportation



# Questions?

# Thank you!



[www.chulavistaca.gov/businesses](http://www.chulavistaca.gov/businesses)



@thinkchulavista

