

# Economic Development Department Communications Update

**June 10, 2020**

Economic Development Commission Meeting

CITY OF  
**LONG BEACH**

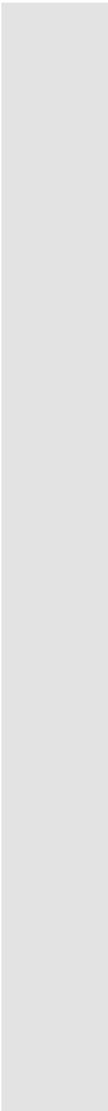
# Presentation Overview

- Communications Goals
- Equity Lens Questions
- Department Social Media Following
- Livestream for Businesses and Workers
- Open for Business and Building Facebook Premiere
- #TakeoutTuesday Spotlight Campaign
- COVID-19 Social Media Promotion Topics
- Business Hotline and Call Center
- COVID-19 Business and Worker Resources Website
- Business Resources (One-Pagers)
- Business Resources (Videos)
- External Communications Tools
- Internal Communications Tools
- Q & A



## **Communications Goals**

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- Advance the Department's communications strategy through the promotion of COVID-19 economic relief resources, services and programs.
  - Implement equitable and inclusive communications strategies.
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# Equity Lens Questions

- Who are the potential audiences and what are their specific needs and strengths?
- What equitable and inclusive communications strategies are needed to reach the audiences?
- Who is the best trusted messenger to develop/deliver the messages?
- Is the messaging provided in plain language and translated in (e.g. Khmer, Spanish, Tagalog)?
- Do the images represent the diversity of employees and/or communities?
- How will we monitor/evaluate the effectiveness of our messaging?

# Department Social Media Following

	April 2020	May 2020	June 2020	Total Growth
<b>Facebook</b>	398 Followers 368 Likes	610 Followers 537 Likes	641 Followers 559 Likes	243 New Followers 191 New Page Likes
<b>Instagram</b>	1,195 Followers	1,346 Followers	1,393 Followers	198 New Followers
<b>Twitter</b>	1,102 Followers	1,111 Followers	1,141 Followers	39 New Followers

# Livestream for Businesses and Workers

 Long Beach City was live.  
Yesterday at 12:00 PM · 🌐

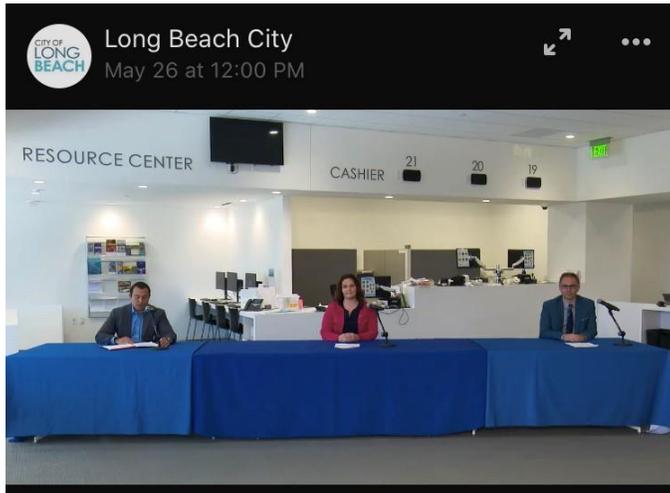
Our [City of Long Beach Economic Development](#) team is sharing [#COVID19](#) resources & services available to assist small businesses &... See More



- On April 13<sup>th</sup>, City staff hosted the “Livestream for Businesses and Workers”.
- City staff shared COVID-19 resources including business financial resources, Unemployment Insurance resources and childcare resources with business owners and workers.
- Spanish interpretation was provided.

Social Media Performance Indicator	Social Media Performance Number
Estimated Reach	38.K
Video Videos	4.9K
Engagement	178

# Open for Business and Building Facebook Premiere



- On May 26<sup>th</sup>, City staff hosted the “Open for Building and Business Facebook Premiere”.
- In partnership with the Development Services Department, City staff shared resources and services for homeowners, business owners, contractors and developers.
- Spanish interpretation was provided.

Social Media Performance Indicator	Social Media Performance Number
Video Videos	2.1K

# #TakeoutTuesday Spotlight Campaign



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**lbecondev** #TakeoutTuesday Spotlight : Craving ice cream during this warm weather? Check out @longbeachcreamery ! This #smallbiz serves... more

**longbeachcreamery** Thanks so much for sharing us!!

April 22



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**lbecondev** #TakeoutTuesday Spotlight : Have a taste for noodles? Check out @phnompenhnoodeshack ! This #smallbiz... more

**csulb\_jie** Delicious!!

April 14



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**lbecondev** #TakeoutTuesday Spotlight : Do you like po'boys? Check out Sal's Gumbo Shack in North Long Beach! This #smallbiz serves authentic Louisiana... more

**shawnalbc** @rexrichardson

| **rexrichardson** @shawnalbc The R... by!



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**lbecondev** #TakeoutTuesday Spotlight : Have a taste for lumpia? Check out @ednasflipcuisine in West Long Beach! This family-run restaurant serves... more

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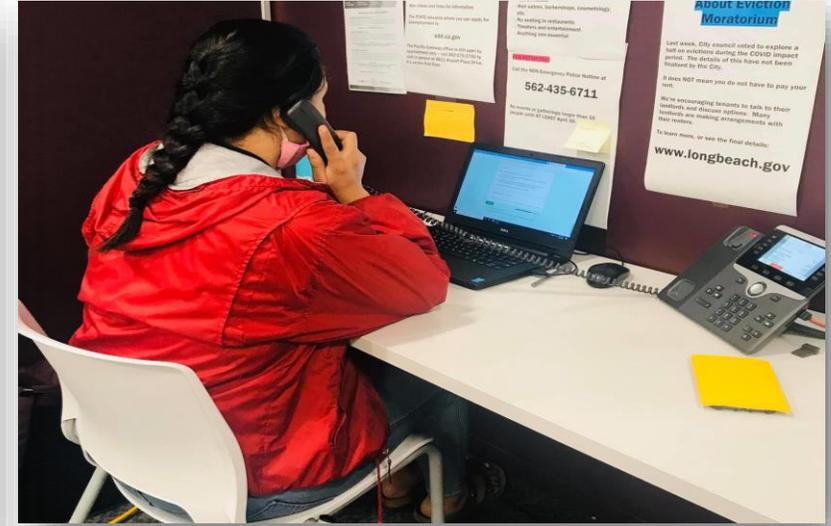
**luciusmartin** looks so good!

# COVID-19 Social Media Promotion Topics



- Business financial resources
  - ✓ Paycheck Protection Program
  - ✓ Economic Injury Disaster Loan
  - ✓ Kiva Long Beach Loan Program
  - ✓ Long Beach Emergency Microloan Program
- Unemployment Insurance resources
- Small Business Administration (SBA) Find a Lender Online Tool
- Small Business Development Center (SBDC) Free Business Consulting and Webinars
- WorkPlace Job Center Services
- Work Long Beach
- Business Hotline and Call Center
- Reopening Resources
- COVID-19 Business Impact Survey
- ReopenLB Online Survey
- 2020 Census

# Business Hotline and Call Center



**Open on Weekdays (Monday – Friday)  
8:00am – 5:00pm  
(562) 570-4BIZ (4249)**

## **Business Hotline and Call Center**

- On March 21<sup>st</sup>, City staff officially launched the Business Hotline and Call Center.
- City staff partnered with the Parks, Recreation and Marine Department to train part-time City staff to respond to COVID-19 business and worker-related questions.
- Hired a total of seventeen Call Center staff.
- Collectively, the Call Center staff has responded to over 1,200 calls from business owners and workers.

# COVID-19 Business and Worker Resources Website

[Home](#) » [Economic Development](#) » COVID-19 Business And Worker Resources

## CORONAVIRUS DISEASE 2019 COVID-19

### OVERVIEW OF COVID-19 BUSINESS AND WORKER RESOURCES

#### Business Hotline And Call Center

Thank you for visiting the Economic Development Department COVID-19 Business and Worker Resources website.

City staff are available to answer COVID-19 business and worker-related questions through the Business Hotline and Call Center. For immediate assistance, contact the Business Hotline and Call Center at 562-570-4BIZ (4249). The Business Hotline and Call Center hours are 8:00AM – 5:00PM and is open Monday – Friday. City staff will respond to voicemails made after business hours within 24 hours.

#### COVID-19

[Overview Of COVID-19 Business And Worker Resources »](#)

[Business Resources »](#)

[Worker Resources »](#)

[Employer Resources »](#)

[Real Estate Development Resources »](#)

[Economic Relief Package »](#)

[Safer At Home Health Order »](#)

[City News And Press Releases »](#)

# Business Resources (One-Pagers)

**SPECIAL PROGRAMS IN RESPONSE TO COVID-19** For More Information: (562) 570-481Z (4249)  
For health updates visit: [www.longbeach.gov/covid19](http://www.longbeach.gov/covid19) [www.longbeach.gov/4biz](http://www.longbeach.gov/4biz)

CITY OF LONG BEACH ECONOMIC DEVELOPMENT BUSINESS FINANCIAL ASSISTANCE KIVA LONG BEACH LOAN PROGRAM

## KIVA LONG BEACH LOAN PROGRAM

The Kiva Long Beach Loan Program is an online community-lending program that supports Long Beach small businesses.

Loan amounts range from **\$500 to \$15,000**      **0%** Interest rate

Repayment period ranges from **6 months to 3 years**  
\*Borrowers may access a grace period of up to 6 months

- Loan proceeds may be used for business expenses such as personnel, rent, supplies/materials, utilities, professional services and more.
- All loan applications are reviewed and either approved or denied by Kiva (the non-profit entity).
- Loans that are approved by the Kiva entity have 30 days to successfully raise the entire loan amount. The total loan amount must be raised for funds to be made available to the borrower.

For more information and to apply, visit:  
[www.us.kiva.org/longbeach](http://www.us.kiva.org/longbeach)

Pacific Gateway Economic Development CITY OF LONG BEACH

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CITY OF LONG BEACH ECONOMIC DEVELOPMENT BUSINESS FINANCIAL ASSISTANCE PAYCHECK PROTECTION PROGRAM

## PAYCHECK PROTECTION PROGRAM

The Payment Protection Program supports businesses by keeping their work force employed during the COVID-19 pandemic.

Up to **\$10 million** available      **1% interest rate over two years**

The first payment is deferred for six months

- Loan proceeds may be used for payroll, rent, mortgage interest or utilities prior to February 15, 2020 and after.
- Loan amounts will be determined by 2.5 times average monthly payroll costs capped at \$100,000 per employee.
- There are no collateral requirements, no personal guarantees or credit score minimums.
- There are no fees payable to the lender or the Small Business Administration (SBA).
- Potential borrowers can apply through any existing SBA 7(a) lender, any participating federally insured depository institution, or federal credit union.
- Up to 100% forgiveness of the loan amount equal to the sum of the qualified costs incurred and payments made during the covered 8-week period following loan origination.
- At least 75% of the loan must be used for payroll costs.
- The Paycheck Protection Program will be available through June 30, 2020.

For more information and to apply, visit:  
<https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/paycheck-protection-program-ppp>

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CITY OF LONG BEACH ECONOMIC DEVELOPMENT BUSINESS FINANCIAL ASSISTANCE ECONOMIC INJURY DISASTER LOAN PROGRAM

## ECONOMIC INJURY DISASTER LOAN PROGRAM

The Economic Injury Disaster Loan Program supports businesses and non-profits with 500 employees or fewer and provides vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing as a result of the COVID-19 pandemic.

Up to available loans of **\$2 million**      **3.75%** Interest rate for businesses      **2.75%** Interest rate for non-profits

Repayment period is up to **30 years**  
\*Borrowers may access a grace period of up to 9 months

- Loan proceeds may be used for business expenses such as rent, payroll, accounts payable and other operating expenses.
- Funding is subject to availability and submittal of a loan application does not guarantee funding.
- Businesses are also eligible to apply for Economic Injury Disaster Loan advance of up to \$10,000. The loan advance will provide economic relief to businesses that are experiencing a temporary loss of revenue. Funds will be made available within three days of successful application, and this loan advance will not have to be repaid.

For more information and to apply, potential borrowers can sign-up for an appointment with the Small Business Development Center (SBDC) at [www.longbeachsbdc.org](http://www.longbeachsbdc.org) or by phone at (562) 938-5100

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**SPECIAL PROGRAMS IN RESPONSE TO COVID-19** For More Information: (562) 570-481Z (4249)  
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CITY OF LONG BEACH ECONOMIC DEVELOPMENT BUSINESS FINANCIAL ASSISTANCE LONG BEACH MICROLOAN PROGRAM

## EMERGENCY MICROLOAN PROGRAM

The Emergency Microloan Program supports Long Beach businesses and non-profits with five or fewer employees that have been financially burdened during the COVID-19 pandemic.

Loan amounts range from **\$2,500 to \$10,000**      **2.44%** Interest rate

Repayment period ranges from **5 to 7 years**  
\*borrowers may access a grace period of up to 9 months

- Loan proceeds may be used for business expenses such as personnel, rent, supplies/materials, utilities, professional services and more.
- Funding is subject to availability and submittal of a loan application does not guarantee funding.

For more information and to apply, potential borrowers can sign-up for an appointment with the Small Business Development Center (SBDC) at [www.longbeachsbdc.org](http://www.longbeachsbdc.org) or by phone at (562) 938-5100

Pacific Gateway Economic Development CITY OF LONG BEACH

# Business Resources (Videos)



ED Loan Video #1 Microloan Program ▼  
65 views · 3 weeks ago

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## ECONOMIC INJURY DISASTER LOAN PROGRAM

The interest rate is 3.75% for businesses and 2.75% for non-profits.

The repayment period is up to 30 years.

ED Loan Video #2 Economic Injury Disaster Loan ▼  
51 views · 3 weeks ago

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## **External Communications Tools**

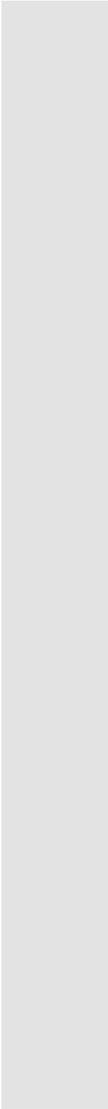
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- Business Briefs
  - Constant Contact Email Blasts
  - Press Releases
  - Webinars
  - Presentations
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## **Internal Communications Tools**

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- Daily Briefs
  - Department Operations Center (DOC) Meetings
  - Stay ConnectED - Live Weekly Updates with John Keisler
  - Self-care Tips of the Day
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# Thank You!

**Rebecca F. Kauma, MPA**

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