



NB-14

Mayor Robert Garcia
City of Long Beach

June 16, 2020

To: Members of the City Council

From: Mayor Robert Garcia
Vice Mayor Dee Andrews
Councilwoman Mary Zendejas
Councilwoman Jeannine Pearce
Councilman Rex Richardson

RECOMMENDATION:

Request the City Manager to establish a Rebuild Long Beach Relief Fund to assist Long Beach small businesses with repair and loss recovery from damages sustained during the evening of May 31, 2020; public funding shall be allocated in a way that maximizes benefits paid to businesses, and to partner with private programs.

DISCUSSION:

Our community is stronger today because of investments made by small retail business owners, restaurant owners, and the creativity and culture within the people of Long Beach.

On May 31, 2020, after nearly three months of closures due to COVID-19, the Governor announced Los Angeles County, including Long Beach, would be allowed to slowly begin reopening restaurants, hair salons and barber shops, as well as other retail locations with physical distancing and sanitation protocols in place. Many Long Beach businesses had been preparing — investing in materials and supplies to support the new COVID-19 business protocols, stocking up on goods, food and other supplies, and all were looking forward to reconnecting with their customers and the Long Beach community safely.

Peaceful protests began in Long Beach on May 31 due to the killing of George Floyd and to address systemic racism and equity. In addition to peaceful protests, Long Beach also experienced serious vandalism and looting after peaceful protests.

The Rebuild Long Beach Relief Program can be a combination of the following resources to assist small businesses who were affected by damage from civil unrest:

- Grants: Immediate access to grants to replace lost inventory, make repairs to the interior of a business, replace lost equipment, repair damaged equipment, pay business

interruption insurance deductibles, repair the façade of a storefront, working capital to continue operations.

- Loans: Access to affordable, low-interest, no-fee loans that provide a grace period before repayment is required to allow small businesses to restart and rebuild revenues before having to begin repayment.
- Donations: Create a City portal for to help connect business to in-kind donations from residents, businesses, and private foundations.
- Deferment of Payments: Identify, advocate for, and create programs at the local, county, and state government to defer the payment of taxes and fees including sales tax, property tax, business license, or other permits required for repairs.
- Tax Credits: Identify, advocate for, and create tax credits or deductions at all levels of government for expenses associated with repair and restart.
- Streamlined Permitting: Create a streamlined application, inspection, and approval process for repairs or improvements to buildings and equipment damaged on May 31.
- Incentives: Explore the creation of incentive programs for businesses, property owners, donors and patrons that participate in the restart, repair, or recovery of impacted businesses.
- Special Events and Promotions: Provide grants to businesses and business support organizations to engage residents and visitors in special events and promotions that generate sales and help boost revenues for businesses impacted by the May 31.

The goal is simple, to do everything that we can as a community to help and support our wounded small businesses quickly restart, reopen, and stay open long after the city has cleaned-up and has moved-on to the recovery stage of this historic period.

FISCAL IMPACT:

Financial Management will assess the fiscal impact associated with creating a fund to support local businesses, and include this information in a report back to the City Council. Due to the urgency of this item, no review by the department of Financial Management was possible.

STATEMENT OF URGENCY:

Due to the fast-moving events over the last week since the May 31st protests, this item needs to be heard at the earliest possible date.

SUGGESTED ACTION:

Approve recommendation.

Submitted June 8, 2020



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: June 8, 2020
To: Monique De La Garza, City Clerk
From: Mayor Robert Garcia
Subject: Request to Add Agenda Item to Council Agenda of June 16, 2020

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under Regular Agenda via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Request the City Manager to establish a Rebuild Long Beach Relief Fund to assist Long Beach small businesses with repair and loss recovery from damages sustained during the evening of May 31, 2020; public funding shall be allocated in a way that maximizes benefits paid to businesses, and to partner with private programs.

Council District	Authorizing Councilmember	Signed by
6	Vice Mayor Dee Andrews	
1	Councilwoman Mary Zendejas	
2	Councilwoman Jeannine Pearce	