



December 15, 2020

Mayor Dr. Robert Garcia
Members of City Council
Long Beach City
411 W Ocean Blvd
Long Beach, CA 90802

Subject: Agenda Item #22 Personal Services and Fitness Resiliency Fund

Dear Mayor Garcia and Councilmembers,

I write to you on behalf of the Long Beach Area Chamber of Commerce, our 678 members, representatives, and community stakeholders regarding Mayor Garcia's Personal Services and Fitness Resiliency Fund. We appreciate the City's leadership and dedication to our safety during this unprecedented time. The pandemic has exposed the financial fragility of small businesses and our personal services, barbershops, nail salons, and fitness centers are no exception. We applaud the Mayor for deepening the response to the pandemic and supporting our most vulnerable industries.

Many of our personal service providers and fitness centers are small and independently owned. They have dutifully complied with the health mandates and have adapted to every change in the orders whether that meant operating outdoors, or in the case of the most recent order, closing for the duration of the order. We stress that it is not just the operators that are impacted by these orders but also the workers who depend upon steady income that has now been gravely impacted.

Our City's business community and local workforce face unimaginable challenges during this unprecedented time and we as a community must do everything that we can to keep these industries afloat. Initially, it was predicted that the pandemic would have the largest impact on the hospitality industry, but recent findings show the pandemic has negatively impacted the personal care industry as well as our restaurant industry similarly. For this reason, we respectfully ask the Council to approve this fund for personal services and fitness centers.

Since the beginning of this unprecedented pandemic, the safety and well-being of our businesses and their employees, customers, and partners have been our top priorities. This is a challenging and uncertain time for the business community, and The Chamber is committed – now more than ever – to our role as an advocate for business. We will continue to work tirelessly to lessen the impact of this crisis and to aid in the recovery from it.

Again, we thank the Mayor for bringing this fund forward and offer our support to the City for this item.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeremy Harris".

Jeremy Harris
President/CEO
Long Beach Area Chamber of Commerce