



Economic Development & Finance Committee

Restaurant Retention Plan

April 6, 2021

Background

- On August 18th, City Council requested staff to explore solutions designed to improve survival of Long Beach restaurants impacted by COVID-19.
- City Council has taken several steps to provide immediate financial relief to restaurants and other businesses including:
 - Small business grants (e.g., SBTT Grant Program)
 - Small business loans (e.g., Emergency Microloan)
 - Business license tax and fee deferrals
 - Business License Tax and Fee Grant Program (January 2020)
 - Open Streets Program
 - CARES Act BID Grant Program
- Economic Development & Finance Committee Advanced recommendations for a Restaurant Retention Strategy December 1, 2020.

Committee Recommendations

City Council Action (December 15th)

1. Develop comprehensive and equitable Restaurant Retention Strategy.
2. Expedite the application and approval process for temporary and permanent parklets.
3. Approve an Urgency Ordinance for the cap on 3rd party delivery fees at 15 percent.
4. Adopt a Resolution to prioritize restaurants in the next round of Federal stimulus as part of the City legislative agenda.
5. Provide regular public reporting on the distribution of Federal stimulus funds; and identify available funding to reallocate to restaurants experiencing the greatest impacts of COVID-19.
6. Expedite and simplify the business grant application process by reducing documentation needed to apply.
7. Have “shovel ready” projects in anticipation of future funding from Federal government.

Restaurant Retention Strategy

Core Components Update

- Research: restaurant industry data and best practices (CSULB & LAEDC)
- Financial Assistance: grants and affordable loans (Outdoor Dining, Business Licensing & Inspection Fee grant, Emergency Loans).
- Industry Input: targeted restaurant and bar outreach and feedback (Restaurant Association, Long Beach Bar Coalition, Council of Business Associations).
- Concierge Service: establishing single point of contact in City Hall (Eric Romero).
- Regulatory: extending outdoor dining (February 28th), 3rd party delivery fees (January 19th), Outdoor Dining Toolkit (underway).

Measuring Success

Key Performance Measures

- Restaurant Retention
- Job Preservation
- Promoting Equity
- Improving Resilience
- Assessing Business Health
- Improving Outreach and Education



Next Steps

Restaurant Retention Strategy

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| • Restaurant Industry Research Report | March 17 th |
| • Community Outreach & Industry Input | March 24 th to April 1 st |
| • Economic Development & Finance Committee Study Session | April 6 th |
| • American Recovery Act Regulations | April |
| • Restaurant Direct Grant Program Development | April |
| • Draft Restaurant Retention Strategy | April |
| • Economic Development & Finance Committee Study Session | May 4 th or 11 th |
| • Application Process for Direct Grant Program | May (estimated) |
| • Funding from American Recovery Act to City | May (estimated) |
| • Grant Payments to Restaurants | June (estimated) |