

CITY OF LIVERMORE COVID-19 ECONOMIC RECOVERY INITIATIVES



IMPACT REPORT

THE ROAD TO RECOVERY

POLICY OBJECTIVES

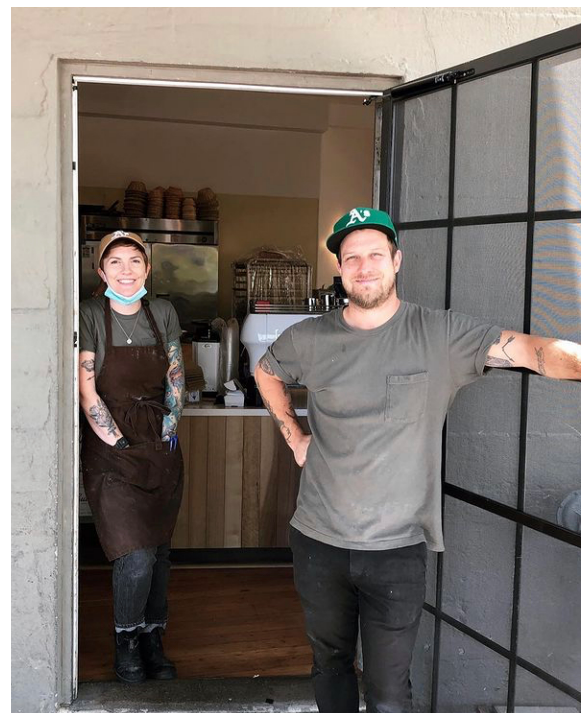
The COVID-19 pandemic and ensuing economic shutdown had a devastating effect on the business community, including in Livermore. Small businesses in the retail, hospitality, and leisure sector were hit particularly hard as shelter-at-home orders brought the tourism and recreation industries to a halt.

Even as restrictions began to ease, many local businesses were forced to adapt to comply with state, county, and local rules designed to protect public health and prevent the spread of the virus.

Recognizing the challenge of asking small businesses to invest in new ways of operating at a time of economic difficulty, the Livermore City Council authorized \$2 million in spending to help local small businesses adapt and persevere until the pandemic ended.

PROGRAM APPROACH

Under the leadership of the City Council, staff worked with local and regional partners and the business community to unlock over \$1.6 million of economic impact to the City's \$2 million funding allocation. The combined \$3.6 million was spread across five major programs as described in the following pages.



PROGRAM DETAILS

In response to the COVID-19 pandemic and ensuing economic crisis, the Livermore City Council authorized \$2 million to support local economic relief and recovery, which when combined with local and regional funding sources and cash match requirements created over \$3.6 million in total economic impact.

| PROGRAM | DETAILS | OUTCOME |
|---|---|--|
| Citywide Small Business Assistance Grant Program | Up to \$20,000 per business to adapt to new conditions and resume business during the shutdown. Funds required a dollar-for-dollar match. | \$619,500 provided to 84 small businesses on a dollar-for-dollar matching basis. Total impact: \$1.239 million |
| Alameda County CARES Act Matching Funds | City funding provided as match to unlock \$5,000 per businesses of federal CARES Act funds distributed by Alameda County | \$667,000 of City funding was matched by federal CARES Act funds and distributed to 267 local small businesses. Total Impact: \$1.334 million |
| Commercial Rent Abatement Matching Program | To speed up recovery, the City paid one month of owed rent for every month a landlord wiped away. | \$299,300 of City funding to help 48 local small businesses reduce owed rent on a dollar-for-dollar matching basis. Total Impact: \$598,600. |
| GiftLivermore | Program to encourage gift card purchases by adding additional funds to each purchase. | \$150,000 allocated for the program has resulted in the purchase of gift cards to 83 businesses. Total Impact: \$228,000 |
| Assistance for Low-Income and Unsheltered Residents | Funding for residential rental assistance and services for Livermore's unsheltered population. | Provided \$265,000 of additional support for existing programs and services. Total Impact: \$265,000 |

SUCCESS STORIES

The following is a small sample of the real impact made by the City's grant program

Beer Baron Adds Kitchen to Comply with Reopening Orders

When Alameda County allowed restaurants to partially reopen but not bars without food, the City provided a portion of the funding for Beer Baron to install a pizza oven, allowing them to reopen as a restaurant

Local Manufacturer CDI Technology Pivots to PPE

CDI Technology is a manufacturer focused on designing and making scientific and engineering equipment in support of aerospace, biotechnology, and global security. The company used City funds to add in-demand COVID-related items to their product line. They have produced PPE and face shields, as well as developed respirators as a potential new product.

Amos Productions helps Event Organizers Go Virtual

Prior to COVID, Amos Productions specialized in events and in-person activities. During COVID, they switched their focus to virtual events. They also helped non-profit organizations and businesses pivot and switch to virtual events and meetings through equipment they purchased.

Brilliant Minds Academy Supports Essential Workers

Brilliant Minds Academy was able to continue operations during the pandemic by tutoring the children of essential workers. During this time, they also offered virtual after school online classes, including online 3D Printing and Robotics. They also purchased additional Chromebooks and equipment to enable more students to attend classes and teachers to reach more students.

In addition to these notable successes, the City's grant program helped many businesses transition to contactless payment systems, curbside pickup, online marketplaces, outdoor operations, upgraded HVAC systems, and more.

ACKNOWLEDGEMENTS

While primary support for the City's COVID-19 recovery have been provided by the Livermore City Council, supporting the business community during this trying time has been a team effort. The programs described in this report, as well general support of the Livermore business community, would not have been possible without the leadership and collaborative spirit of the following individuals and organizations:

Alameda County Supervisor David Haubert

The County of Alameda

East Bay Economic Development Alliance

Livermore Downtown, Inc.

The Livermore Valley Chamber of Commerce

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