

ADMINISTRATIVE REPORT - A ROAD TO RECOVERY FOR LOCAL BUSINESSES BLUEPRINT

September 28, 2021
City Council Meeting

Presented By:
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Taskforce Members



Partnerships & Leveraging Resources



Securing and distributing PPE



Informational videos
on Health Guidelines

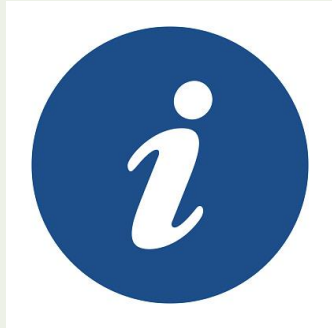


Reserving Outdoor Heaters
for Local Restaurants



Webinars on COVID-19
Financial Assistance
Programs

Key Focus Areas



Communication
& Education



Financial Assistance



Permit Processing
and Fees



Digital Literacy and
Social Media Presence



Advance Economic Equity of
Small Businesses through
Policy

Blueprint Structure

Small Business Recovery Strategy Blueprint

Action Item #4: Digital Literacy and Social Media

Presence

Main Challenges:

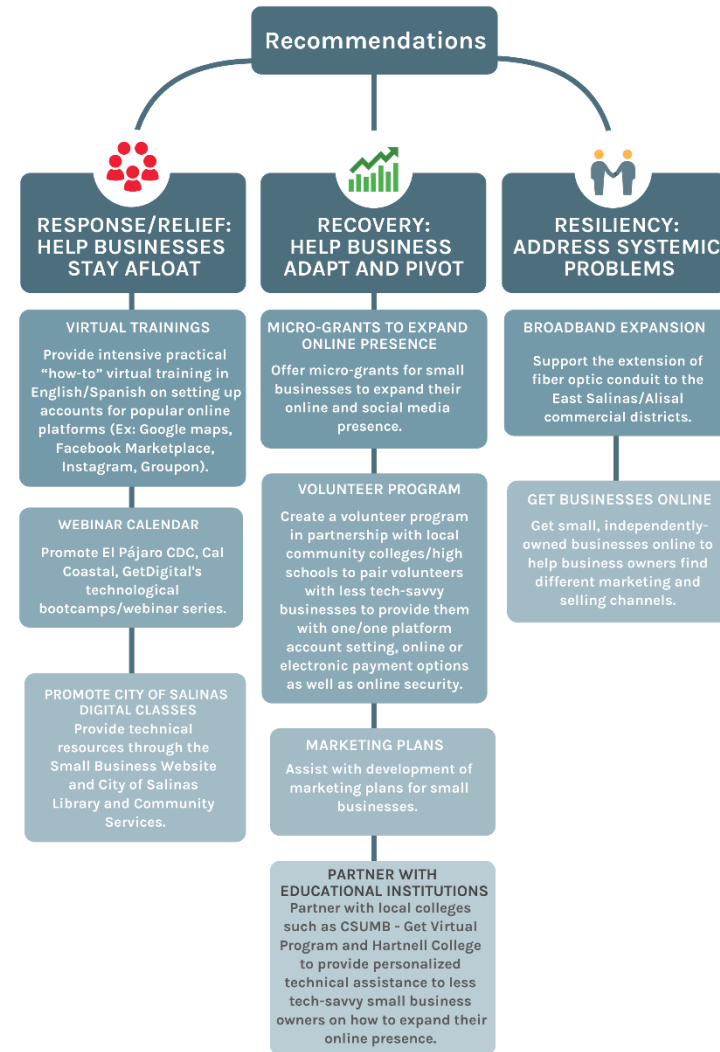


MISSION

The Cal Coastal Small Business Development Center (SBDC) promotes the development, growth and success of small businesses and aspiring entrepreneurs in Monterey and San Benito Counties.



Their staff and business advisors have been supporting new and existing businesses through the pandemic in securing funding opportunities. They have also provided webinars on COVID resources and regulations, creating business plans, social media platforms and other marketing resources.



Emerging Priorities



- **Establish A Long-Term Taskforce:** to meet quarterly for Blueprint implementation and reconvene immediately to meet weekly upon City declaration of a State of Emergency.



- **Local Funding:** Provide or facilitate small business loans/grants to help sustain business owners during the reopening and recovery phase of the natural disaster.



- **Extension of TULPs:** Continue to allow for Temporary Use of Land Permits (TULPs) and Sidewalk Café Permits based state and local orders limiting indoor business operations.



- **Micro-Grants for Online Presence:** Provide micro-grants for small businesses to expand their online and social media presence.



- **Shop Local Initiatives:** Develop and support Shop Local Initiatives (Ex: Shop Local Salinas) in collaboration with local non-profits and business associations.