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CITY CLERK
CITY OF PASADENA

March 26, 2020

Mayor Terry Tornek and Pasadena City Council
VIA EMAIL

Re: COVID-19 Coronavirus pandemic and City response

Dear Mayor Tornek and City Council Members,

We are currently facing a challenge not seen in the US in our lifetimes. The current Safer at Home order, and the restrictions imposed, are necessary and important to quell the spread of COVID-19.

As you are aware, the Safer at Home order has closed many of our local businesses and severely impacted others. Many of these businesses, especially those small local businesses that are so vital to Pasadena's unique identity and our quality of life, are in danger of closing permanently.

Without significant direct financial assistance our local retailers, restaurants, product and service providers may not be able to reopen, even with the relief likely to be provided by the Federal Government.

There are measures our local government can do to assist our local small businesses right now. Please consider the following suggestions as you deliberate the City of Pasadena's future post-Coronavirus.

We ask that the City of Pasadena implement the following:

- Direct financial support for impacted businesses who need funds now to maintain payroll and keep their doors open or to reopen once the crisis passes.
- Additional financial support for impacted workers and employees who may not be able to wait for unemployment checks to arrive before suffering irreversible financial damage.
- Loosening of restrictions on restaurants to allow them to provide produce and fresh meat and seafood for their customers.
- Rebate of all sales tax collected by the City from January 1, 2020, to the small businesses that generated that sales tax in the amount they paid.
- Rebate of all utility user taxes paid by local small businesses beginning January 1, 2020.
- Cessation of collection of utility and other City fees throughout the duration of the Safer at Home order.
- Restructuring local purchasing requirements to provide more opportunity for local businesses to participate in City of Pasadena procurement.

We are all in this together. Let's hope we are all here when the COVID-19 pandemic has passed. Please consider our recommendations as you deliberate Pasadena's response to the Coronavirus crisis. Thank you for your work on behalf of Pasadena and your constituents.

Sincerely,



Paul Little

President and Chief Executive Officer

cc: S. Mermell, M. Jomsky

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