

Jomsky, Mark

From: Paul Little <Paul@pasadena-chamber.org>
Sent: Friday, May 8, 2020 3:07 PM
To: City_Council; City_Council
Cc: Mermell, Steve; Jomsky, Mark
Subject: Letter to the Pasadena City Council on agenda item 8C - financial support for local small businesses
Attachments: Pasadena_Small_Business_Relief_Fund letter_5-8-2020.pdf

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Good afternoon,

Here is a letter outlining the idea behind the Pasadena Small Business Relief Fund to support our small businesses.

Thank you for considering our position. I hope you are willing to make this an action item and move forward to fund seed money to support our local small businesses.

Mark, if you could include as comment on the agenda item. (Many thanks.)

Thank you,

Paul

Paul Little

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce
44 North Mentor Avenue
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www.pasadena-chamber.org

05/11/2020
Item 8 C



May 8, 2020

Mayor Terry Tornek and Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109
VIA EMAIL

Re: Agenda Item 8C

Dear Mayor Tornek and Pasadena City Council Members,

Thank you for considering providing funds to support local small businesses in Pasadena as we all cope with the Coronavirus epidemic and Safer at Home orders.

Our local businesses are suffering. Studies show that 25% of small businesses in the US will fail over the next five months. Most that fail will do so for lack of \$10,000 to \$15,000. You can help save Pasadena small businesses by providing \$1 million in seed money to a fund to provide grants of \$10,000 to qualifying local small businesses.

The Pasadena Community Foundation and the Pasadena Chamber of Commerce and Civic Association have been exploring a collaboration where a dedicated fund would be created to provide up to \$10,000 grants to local small businesses to help them survive the current pandemic. The Pasadena Small Business Relief Fund could be seeded with the City donation and augmented with funds from private donors. The relationship between the Foundation and the Chamber would be legal and contractual. It is based on a model being pioneered by the Monterey Peninsula Small Business Relief Fund that is a collaboration between the Monterey Peninsula Chamber of Commerce and the Community Foundation of Monterey with significant financial support from the City of Monterey.

The objective of the Fund is to augment Federal, State and local aid by financially supplementing Pasadena businesses in hopes of reducing business closures and workforce layoffs, sustaining the local economic base and stimulating an early economic recovery. Funds will be used for working capital, business expenses, including payroll, rent, inventory, supplies/materials utilities, professional services and more. Preference will be given to those businesses which commit to and have the most likely chance of reopening after the release of the Safer at Home orders. Priority will also be given to businesses that have difficulty accessing funds through traditional means and those that serve traditionally underserved populations.

Distribution of funds from the City of Pasadena would be restricted to grants to businesses located within the physical boundaries of Pasadena.

In collaboration with business and community leaders, we will create an application process for local small businesses to apply for support. Those applications would be evaluated upon receipt by an independent group of retired bank executives, retailers and others. Independent evaluators will ensure fair and unbiased awarding of funds to deserving local business operators. Businesses receiving support would not be required to be members of the Chamber. Nor would they have to have supported the Foundation.

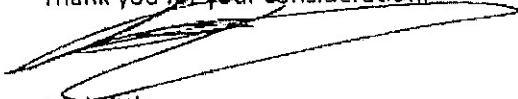
Creating an independent Small Business Relief Fund through the Pasadena Community Foundation in collaboration with the Chamber will eliminate concerns about politicization of the fund distribution process, outside influence and bias. It would also insulate the City Council members and staff from pressure and eliminate concerns about influence or bias. It will also provide a level of confidence in donors that funds will be fairly distributed to those who need them to remain open.

Seeding the Pasadena Small Business Relief Fund with City monies is imperative to the success of the Pasadena Small Business Relief Fund.

This is your chance to do something real, meaningful and impactful to positively influence the future of Pasadena for all of us.

Please consider making that commitment and contribution now. Your investment in the local small businesses that employ thousands of local residents and contribute significantly to the character, economic vitality and City of Pasadena could prove instrumental in setting Pasadena on a prosperous road to recovery.

Thank you for your consideration.



Paul Little
Pasadena Chamber of Commerce

Martinez, Ruben

From: Inna Kaplun <inna.kaplun@therowhouse.com>
Sent: Sunday, May 10, 2020 1:22 PM
To: Public Comment
Subject: For the discussion at the city council meeting on Monday 5/11/2020

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Members of the City Council,

Thank you for your leadership during this extraordinary and challenging time, and for your attention to the significant needs of small businesses. I am a new small business owner with plans to open a boutique fitness studio in Pasadena later this year. I recently signed a 10-year commercial lease and am working with an architect and engineering team to design and construct my studio. Unfortunately, given that I don't yet have revenues or staff on payroll, I fall into a category of businesses that, even though they are directly impacted by COVID, they don't qualify for any pandemic-related relief or loans (EIDL, PPP etc.). In spite of this, my expenses are already significant, and are projected to be significantly higher than anticipated as a result of the pandemic.

I was looking forward to opening my business (franchise model) in this vibrant city and helping to create jobs and stimulate the local economy. I had a vision for a community-oriented fitness studio offering a low impact, high intensity group classes geared towards a range of ages, abilities, and experiences. Now in a best-case scenario, I will have to halve my studio capacity, due to the social distancing mandate, and implement significant and costly sanitation protocols, while maintaining a similarly sized payroll and rent. I am worried about what the near future holds, and fear I will soon be in dire need of additional capital to stay afloat until I can at least break even.

I would greatly appreciate if the City of Pasadena could factor in the needs of businesses like mine, that were in the stages of starting when the pandemic hit, potentially through local funding, grants, or loans to help us survive and actualize our potential. I'm sure other owners in a similar situation would have never imagined starting a new business in this unprecedented time, and any help you can provide would be greatly appreciated.

Thank you for your time and consideration.

Sincerely,

Inna

05/11/2020
Item 8 C

**RO
HOUSE**

Inna Kaplun | Owner
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