



**DOWNTOWN
LONG BEACH
ALLIANCE**

December 15, 2020

Honorable Mayor Garcia and Members of the Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: Agenda Item #22 Personal Services and Fitness Resiliency Fund

Dear Mayor and Members of Long Beach City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for December 15, 2020, our support for the creation of a \$5 Million Personal Services and Fitness Resiliency Fund from the next federal COVID-19 stimulus fund package.

Increased funding opportunities are sorely needed for many Downtown businesses, but especially those in the personal care and fitness sectors. Along with the hospitality and food service industries, the personal care and fitness industries have been among the hardest hit. Public health orders designed to slow the spread of COVID-19 and keep our community safe have had the unfortunate effect of financially straining many businesses. In the case of personal care, many businesses were effectively closed without the ability to operate for five months or more. Downtown small business owners and employees are facing serious financial uncertainty; substantial direct funding made available by the City would provide a meaningful step towards resiliency.

DLBA supports the Mayor's request for the creation of a Resiliency Fund. If such funding becomes available via federal stimulus, we ask that funds are not restricted from those businesses who have received previous CARES Act dollars either through previous grant programs offered by the City of Long Beach or County of Los Angeles. In addition, we ask that program eligibility requirements do not impose a maximum limit on the number of employees for applying businesses.

We look forward to the continued discussion and refinement of the proposed program, and trust that the City Council will consider this potential financial aid paramount and time-sensitive given the current circumstances. The proposed agenda item directly aligns with the goals outlined in DLBA's Vision 2020: Strategic Plan, in helping to support small business recovery.

Thank you for your consideration.

Sincerely,

1.38 Un-Square Miles



Kraig Kojian
President & CEO

Cc: Tom Modica, City Manager, City of Long Beach
DLBA Board of Directors