



CITY COUNCIL AGENDA REPORT

Meeting Date: 11/4/21

From: Stuart Schillinger, Assistant City Manager

Subject: COVID19 Business Relief Program

Community Goal/Result

Economic Development

Purpose

Assist businesses in Brisbane impacted by COVID-19. Additionally, assist restaurants within Brisbane to assist with their ability to provide service to the public.

Recommendation

1. Continue to work with the City contractor to distribute the remaining \$65,000 in City provided small business assistance grant money.

Background

The Federal Government has adopted the Paycheck Protection Act, which was meant to assist small businesses with financial support during COVID-19 interruptions. The program was administered through the banking system and did not seem to work for many of the businesses that needed help, due to a variety of factors such as lack of adequate funding, complicated rules, and distribution of capital problems in the County. The upshot of this was that a number of businesses within San Mateo County, including Brisbane, either did not qualify or did not apply for funds due to the rules. Additionally, the County of San Mateo put money into the San Mateo Strong Fund to assist restaurants during the COVID-19 emergency, but staff understands that obtaining assistance from that program was also difficult, particularly for small businesses.

On May 20, 2021 the City Council allocated \$200,000 to assist small businesses in Brisbane that were negatively impacted by COVID-19. The current criteria is:

1. Businesses with annual gross revenues of \$5,000,000 or less
2. Loss of 25% of revenues for a recent 12-month period
3. Business commits to be open after the COVID19 emergency is over
4. Located in Brisbane and having a Brisbane Business License
5. Not a member of the City Council or a paid employee of the City

Each qualifying business is eligible for \$5,000.

Our contractor – the Brisbane Chamber of Commerce -- did outreach including ensuring the application material was translated into different languages, went directly to businesses within the community to ensure impacted businesses knew about the program, published the program on the Chamber website, in the Luminary, on the signboard in town, the City Star, and through e-mail blasts from both the Chamber and the City.

Discussion

Our contractor identified 27 businesses that were eligible under the existing criteria. The grantees are diverse group of businesses in the City. Fourteen of them are minority owned businesses, 9 are women owned businesses, and 1 is an LGBTQ+ owned business. Some of these businesses overlap in multiple groups. The amount that will be distributed to these 27 businesses/grantees is \$135,000 (27 x \$5000= \$135,000), leaving \$65,000 still available.

If the City Council would like to distribute the remaining funds our contractor suggests that the City either:

- Reduce the loss amount to 15% of the business' revenue in a 12-month period to allow more businesses to qualify. (The Chamber is aware of a few other businesses that would be eligible at this reduced threshold.)
- Or, increase the grant amount to \$7,400 per eligible business under the existing criteria

Fiscal Impact

There is no additional fiscal impact since the City Council already allocated \$200,000 from the Federal ARPA money to provide financial assistance to businesses.

Measure of Success

Provide a minimum of 20 businesses assistance. Since this has already occurred, this measure of success has been achieved. By decreasing the amount of loss to 15% of revenue, 30-40 businesses could be assisted.

Stuart Schillinger

Stuart Schillinger, Assistant City Manager



Clay Holstine, City Manager