

COVID-19 BUSINESS RECOVERY ACTION PLAN



July 1, 2020

Action Plan

On March 18, 2020 the City Manager as the Director of Emergency Services of the City of Pleasant Hill, proclaimed a local state of emergency due to the Covid-19 pandemic.

The City of Pleasant Hill is committed to working with our business community in support of their efforts to re-open business operations as the County Public Health orders are and continue to be lifted for different business sectors. To support the business community, the City has identified several actions to provide both immediate and longer term assistance to our business community.

COVID-19 BUSINESS RECOVERY ACTION PLAN

Action # 1 **Business Resources Page on the City Website**

The Business Resources Page was developed in March 2020, when the original County Public Health Shelter in Place Order was put into place. This page on the City's website provides information to the business community on key elements of the County Public Health orders related to business operations as well as information on available resources such as federal, state and other local resources and programs to assist businesses as they navigate the challenges of the Covid-19 pandemic. pleasanthillca.org/COVID-19-BusinessResources.



Action # 2 **Open For Business**

Working with Bludot, the City has developed a website to provide residents with a resource to identify open businesses in the City including restaurants. The listing is searchable and can be filtered based on business type. Businesses have the ability to individually update information on hours of operation and contact information: www.pleasanthillca.org/open.



Action # 3 Business License Tax Late Penalty Waivers and Payment Plans

We understand that many small businesses have been faced with significant financial hardships due to the Covid-19 pandemic, and many have been unable to operate their businesses for several months. The City is allowing late penalty waivers and will work with individual businesses to establish a business license tax payment plan. If you have a business with fewer than 10 employees and need assistance with payment of your business license tax, please contact the City's Finance Department at lrodrigues@pleasanthillca.org.



Action # 4 No Fee Streamlined Temporary Use Permits for Outdoor Seating

On May 26, 2020 the City approved the issuance of Temporary Use Permits to allow restaurants in the City to expand outdoor seating to accommodate additional customers and allow for the required physical/social distancing protocols. The Temporary Use Permit applies to both public (sidewalks, streets or parking areas), as well as private property areas for outdoor dining. Outdoor dining on public streets with a permit is allowed in the Downtown area only. Some applications for Temporary Use Permit may also require an encroachment permit for temporary use of public property. For assistance with filing the necessary [application](#) for a Temporary Use Permit please contact the Planning Department at 925 671-5209 or Planning@pleasanthillca.org For assistance with filing an Encroachment Permit please contact the Engineering Division at 925 671-5264 or Engineering@pleasanthillca.org.



Action # 5 Outdoor Furniture Purchase or Rental Reimbursement Program for Temporary Outdoor Seating

The City is offering a reimbursement program for purchase or rental of outdoor furniture by eligible restaurant businesses as they are re-opening or expanding their seating capacity to meet the County Health Services physical/social distancing protocols. Applicants must certify that outdoor furniture will be used only at Pleasant Hill business locations, and must also meet the requirements of the City's Temporary Use Permit for Outdoor Seating. The grant funding will be made on a reimbursement basis up to a maximum of \$2,000 per business location. Funding for this program is limited and grants will be made based on business eligibility and availability of funds. To confirm that funds are available and request an application contact us at EconomicDevelopment@pleasanthill.org.



Action # 6 Shop Pleasant Hill First – Marketing Campaign

Continue focus on the importance of supporting the local community by shopping and dining in Pleasant Hill. Provide incentives to residents and visitors to purchase gift cards at local retail and restaurant businesses by providing an opportunity for entry into a monthly raffle drawing that will award a \$100 gift card to the winner for use at a Pleasant Hill business of their choice. Encourage the use of social media to support community and highlight the gift card program by asking purchasers to tag or post on social media a photo of their gift card purchases. Gift card purchasers can tag social media posts with [#IlovePleasantHill](#) , [#ShopPleasantHillFirst](#), and [#Iamacomunitychampion](#).

Participants who choose to enter the monthly raffle drawing will be asked to email copies of receipts showing gift card purchases of a minimum of \$50.00. There will be no limit to how many times an individual can enter for the monthly raffle drawing. Raffle prize drawings will be held at the end of each month and raffle winners (with their permission) will be posted on social media with the above referenced tags.

Continue working with our community partners, Downtown Pleasant Hill, Pleasant Hill Chamber of Commerce, Stay Pleasant Hill Tourism Improvement District and Pleasant Hill Rec and Park to create consistent messaging to welcome residents and visitors back to restaurants and retail businesses by focusing on efforts made to support clean and safe practices to prevent the spread of Covid-19.

Action # 7 Safety Posters, Social Distancing Floor Decals and Face Coverings

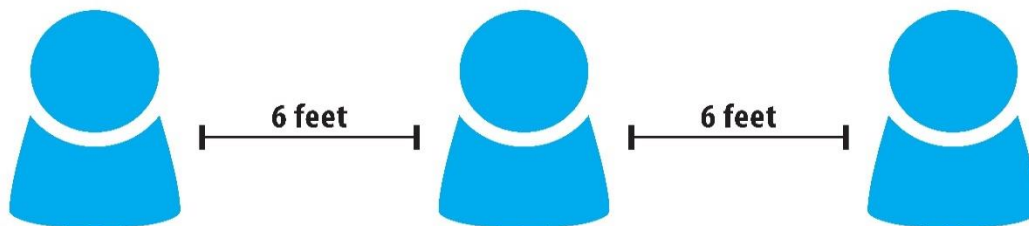
The City implemented a program to provide safety posters, floor decals and a limited number of donated face coverings to local businesses to help them meet the requirements of the County Public Health orders for safe re-opening of their businesses. The face coverings were donated by the U.S. Conference of Mayors as part of their “Masks for Mayors” initiative. The City has provided these materials to over 60 businesses to date, and will continue to offer the safety posters and floor decals as more businesses are allowed to re-open. Pleasant Hill businesses can order these materials by completing an order form and emailing it to Juanita Davalos at jdavalos@pleasanthillca.org.



**PLEASE WEAR A FACE
COVERING***

***Exemptions include children under 12**

**PLEASE KEEP 6 FEET APART
FROM OTHERS**



**For more information on COVID-19
visit www.coronavirus.cchealth.org**



Shop Pleasant Hill First

Action # 8 Keeping our Business Community Informed

We understand the importance of communicating information directly to our business community and know that there has been an overwhelming amount of information and continuing changes to the status of County Public Health orders and resources. We have developed a comprehensive email list of our business community and will continue to share information and updates with them through a constant contact email program on a regular as-needed basis. If your business is located in the Pleasant Hill and you have not been receiving our email correspondence please contact us at:

EconomicDevelopment@pleasanthillca.org.

Action 9 - Marketing Micro - Grants for small businesses with 10 or fewer employees

The Retail Marketing Incentive program provides marketing and advertising assistance through the award of micro-grants of up to \$1,500 for small businesses with 10 or fewer employees that are located in commercial, retail business, or neighborhood business zoned areas of the City. These micro-grants provide reimbursement funds to help offset the cost of eligible marketing/advertising activities, including but not limited to: direct mail advertising, social media advertising, or television and radio advertising. All requests for reimbursement must include verification of paid receipts for services. Funding for this program is limited and funds will be provided based on availability at the time of application. For program guidelines and how to apply for the Retail Marketing Incentive Program, please contact EconomicDevelopment@pleasanthillca.org. There is no guarantee of funding reimbursement for this program until your application has been approved and available funding has been verified.

Action # 10 - Façade Improvement Grant Program

The Façade Improvement Grant Program is available to eligible businesses that are making improvements to the exterior façades of their business locations. Improvements can include items such as exterior windows and doors, awnings, paint and planters. Funding for this program is limited and available until program funds are expended. For program guidelines and how to apply for the Façade Improvement Grant Program, please contact EconomicDevelopment@pleasanthillca.org.



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