

VOLUME 2



CITY ACTIONS TO SUPPORT OUR LOCAL ECONOMY

DURING THE COVID-19 PANDEMIC

Economic stability, recovery and resiliency is the number one goal for the City of San Luis Obispo





Photo courtesy of San Luis Obispo Chamber of Commerce

SUPPORTING OUR COMMUNITY

The City recognizes the impact of the COVID-19 pandemic on the business community and is committed to taking action to provide support. The City Council adopted one Major City Goal for the 2020–21 budget, San Luis Obispo’s Economic Stability, Recovery and Resiliency. This allows for a single, organization-wide focus throughout the year. The City is constantly working on communication, education, and enforcement efforts as well as identifying, implementing and promoting new programs to help businesses continue to operate safely in an ever-changing environment.

Since the start of the COVID-19 pandemic, the City has taken a number of actions to ensure the economic vitality of San Luis Obispo.

SUPPORT TO BUSINESSES

OPEN SLO	SIGN ORDINANCE	FITNESS IN THE PARKS
\$1.1M Open SLO investment (see page 5 for more info)	 Temporary flexibility with sign regulations	 Created solutions for fitness businesses to operate in city parks for physically distanced workouts
DEVELOPMENT	LIGHT UP DOWNTOWN	BUY LOCAL BONUS
 Implemented and approved programs to increase the speed and reduce the cost of tenant improvement projects	\$150K+ Investment in activating the Downtown from December to March to encourage visiting safely	\$500K+ Projected total economic impact (see page 5 for more info)



HEALTH AND SAFETY

DOWNTOWN AMBASSADOR



Financial support of the Downtown Ambassador Program through Downtown SLO

ADDRESS HOMELESSNESS



Financial support of Homeless Coordinator and increased Downtown Patrol and new program with Downtown SLO and CAPSLO

SIGNAGE



Continuously updated health and safety signage throughout the Downtown

CLEANING



Additional cleaning Downtown by city staff; purchased a Downtown Sidewalk Scrubber

HYGIENE

25

Installed hand-washing stations Downtown; distributed face coverings and hand sanitizer to hotels

PARTNERSHIPS

DOWNTOWN SLO



Support to Downtown SLO for weekly calls, responses to questions and material delivery to all Downtown SLO members

HOT HOUSE & SBDC



Financial Support of Hot House Training and Education (SBA and Other Funding Options)

SLO CHAMBER



Supported and participated in COVID-related workshops and events



Supported Take Out Tuesday and Shop Small Saturday campaigns



COMMUNICATION AND EDUCATION

BUSINESS REOPENING AMBASSADOR PROGRAM

300+

Responses to calls

160+

Processed business status web inquiries

200+

Businesses proactively contacted with information & resources



Created business-focused resource webpage

EMAIL UPDATES

60+

Accurate and timely email updates to SLO businesses

5,000+

Businesses reached per update

40%

Email Open Rate (Industry Average: 23%)



Participated on weekly informational calls to provide relevant updates to the business community

BUSINESS AND COMMUNITY HOTLINE

550+

Calls received to Business Community Hotline & from County referrals

POLICE SUPPORT



Police support to businesses on mask/safety compliance

AMPLIFIED AWARENESS



Amplified awareness of partner-organized education, programs & resources

BUSINESS SURVEYS



Conducted multiple business surveys to identify prioritized business needs



Photo courtesy of San Luis Obispo Chamber of Commerce

FINANCIAL

GRANT PROGRAMS

\$832K

Direct support to **200+** small businesses and local nonprofit organizations

BUSINESS LICENSE



Deferred City business license renewal

PERMIT FEES



Suspension of Industrial User Permit fees

PARKING



Relaxed enforcement & collection



Provided curbside pickup spots



Free Parking Downtown (Parking Meters & Structures)

TAX DEFERRAL



City Transient Occupancy Tax (TOT), County Property Tax, and State Sales Tax Deferral

PROMOTION

RESOURCE MAPS



Created Takeout and Delivery Maps (23,288 Views, 217 Business Listings)



Created Online Retail Shopping Map (5,715 Views, 175 Business Listings)



Created Wellness Businesses Map (897 Views, 52 Business Listings)

#SLOTOGETHER



Created 'We are SLO' Signs for positive community inspiration

2,656

Total blog reads through VisitSLO.com (weekly community blog) promoting local businesses

1,000+

Uses of #SLOtogether on social media

SUPPORT LOCAL (#SLOREADY & #SLOBRIGHT)



Encouraged safe local shopping

23,682

Views on Support Local videos

793,700

Impressions from paid media campaign

55%

Video completion rate from campaign

52

Business entries on business interest form

PROJECT HIGHLIGHT | BUY LOCAL BONUS



135

Local Businesses



\$100K+

City Investment



2,158

Qualified Shoppers



\$375K

Total Consumer Spending

PROJECT HIGHLIGHT | OPEN SLO

HTA

40

Temporary Parklets
Installed



40

Sidewalk Dining
Locations



34

Upgraded Parklets
to Semi-Permanent
Design



03

Streamlined
Installations of
Privately Funded
Parklets



12

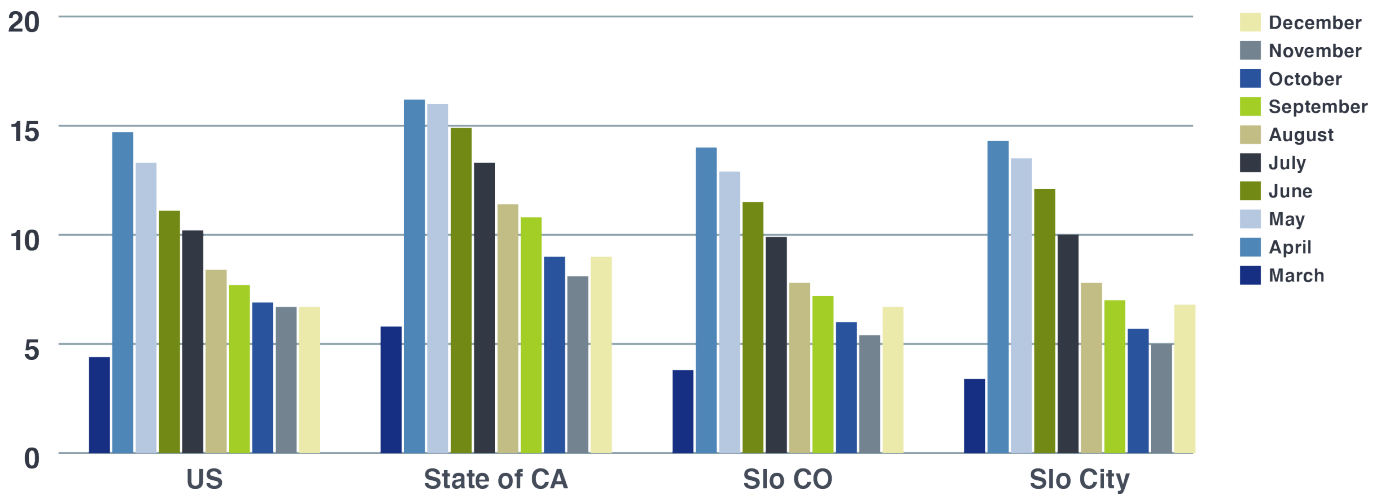
Outdoor Dining
Installations Using
City-Provided
Materials on Private
Parking Lots



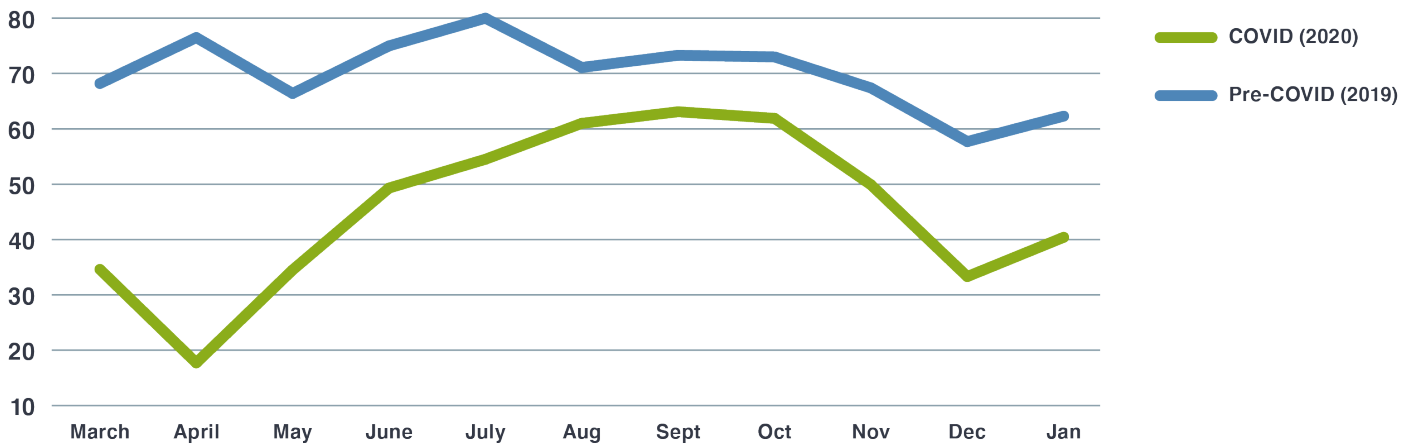
Photo courtesy of San Luis Obispo Chamber of Commerce

TRENDS AT A GLANCE

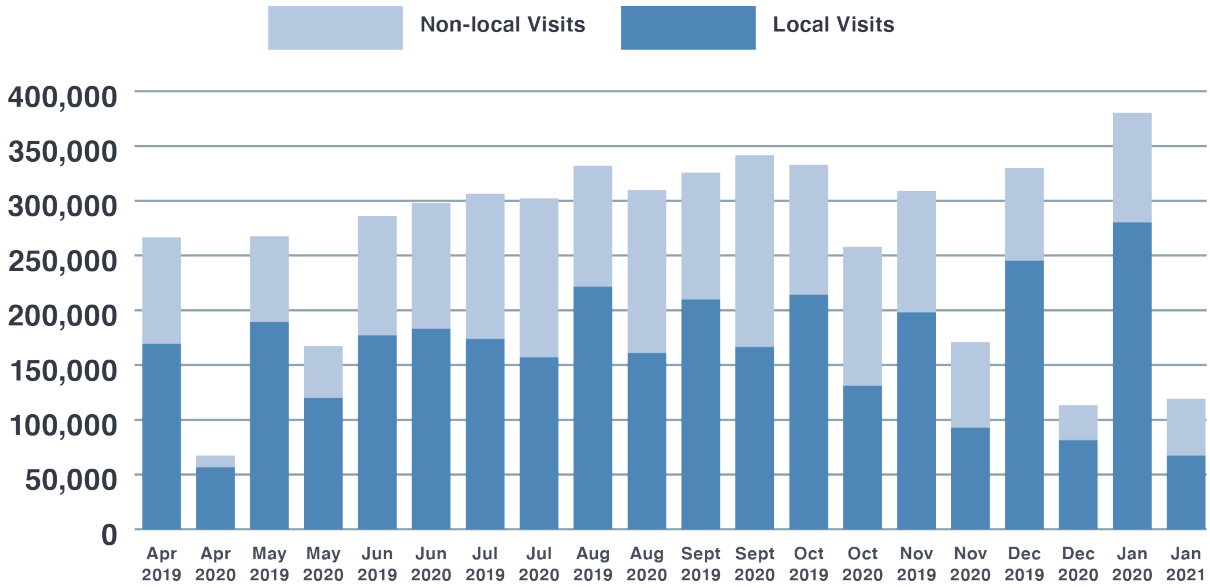
UNEMPLOYMENT RATE BY GEOGRAPHY



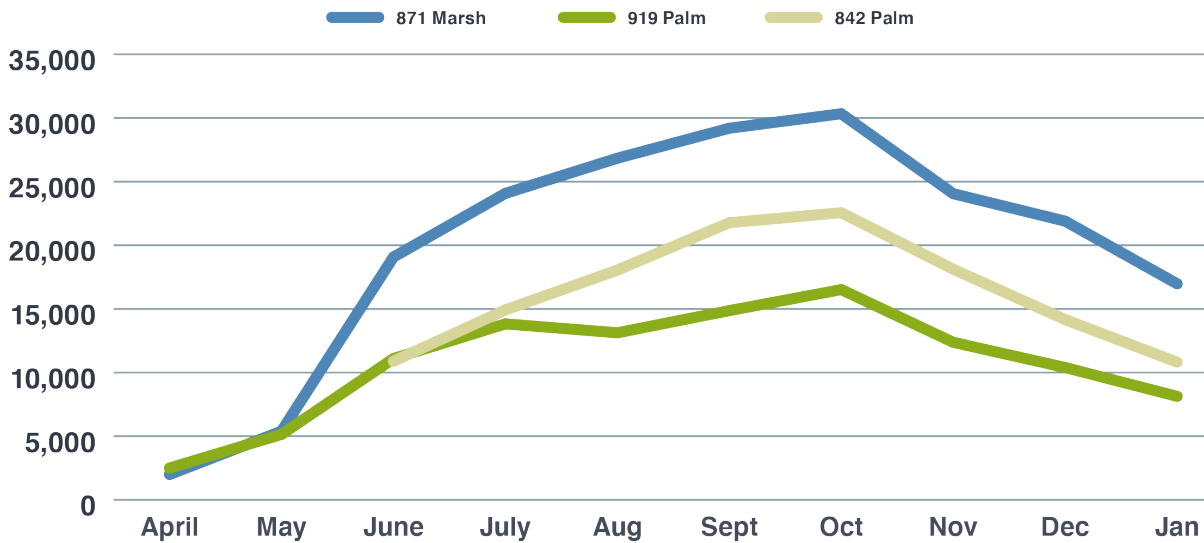
HOTEL OCCUPANCY



DOWNTOWN YEAR-OVER-YEAR VISITATION



PARKING GARAGE ENTRIES



WE'RE HERE TO HELP!

We care about our local business community and are here to help. Please contact us with any support you need:

- Email econdev@slocity.org
- Call the Business Ambassador Hotline at **(805) 783-7835**
- Follow the City on social media for regular updates
- Register for City News e-notifications on the City's website at www.slocity.org



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