

## COVID GAP Plan Tracker

FOCUS	OBJECTIVE	ACTION	RESPONSE TO ACTION	STATUS / NEXT STEPS
<b>RELIEF</b>	Connect businesses with essential information and assistance to enable them to weather the immediate disruption.	Identify, curate, and share information and resources from trusted and relevant sources; package and deliver to business leaders in timely, consumable formats.	<ul style="list-style-type: none"> <li>- Create and Distribute Bi-Weekly Newsletter Next Issue: 5.06.21 Newsletters To Date: 31 Business Updates To Date: 11 Surveys: 3 Other: 3</li> <li>- Created and maintain COVID Business Assistance Website</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter On-Going</li> <li>- COVID Business Assistance Website *Updated with recent financial resources.</li> </ul>
		Track status of businesses to identify trends, triage needs, and capture/report impacts	Create Survey to Business Community. <b>Desires Input:</b> What do we want to know? Frequency? Survey paralysis.	COVID Support Hotline March 2021=49 calls  <b>Survey Update:</b> <b>English/Spanish</b> <b>Survey Issued 4.22.</b> <b>Will stay open till 5.21.21</b>
	Ensure businesses are aware of, and have access to capital and financial support (e.g. grants, stimulus, etc.)	Work with local and regional non-profits to provide assistance where government services are not available or where they need enhancement	<ul style="list-style-type: none"> <li>- Support and promote Partner Efforts (EDC, WEV, Workforce Development, County)</li> <li>- COVID Business Education, Support, Information and Resources.</li> <li>- Created/Participated in EDC Countywide ED Professional Collaborative</li> <li>- Partner with WCDC on outreach an 2nd County Business Assistance Grant.</li> </ul>	<b>4.27.21 – County BOS approved 3<sup>rd</sup> round of Business Assistance Grants. \$ will be distributed to 1 &amp; 2<sup>nd</sup> round recipients.</b>

	Maintain and encourage as much economic activity as possible within constraints of public health and business process disruption.	Identify and address regulations and processes that can be modified or suspended for the duration of the crisis, providing relief for businesses, or allowing businesses to operate under changing conditions	<ul style="list-style-type: none"> <li>- Create and Manage Outdoor Business Expansion Program.</li> <li>- Create Google Map for participating Businesses.</li> <li>- Support Main Street Moves efforts in partnership with Parks and Rec.</li> <li>- Create Online Assistance Tool Kit (signage).</li> <li>- Promote Partner generated <i>Shop Local</i> campaign (social/web/media)</li> </ul>	No current action - Safety messaging for MSM (no drinking in public)
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<b>REOPENING</b>	Identify and advocate for public policy and procedural changes to facilitate business activity during the pandemic.	Facilitate early reopening of key revenue generating industries/businesses	<ul style="list-style-type: none"> <li>- <b>Auto Center</b> - continue ongoing meetings between Auto Center and City. Development Agreement for Levee and Road, additional new development in area.</li> <li>- <b>Players Card Club</b>: Currently closed operations but have established an office space in Ventura as they look to relocate.</li> <li>- <b>Pacific View Mall</b>: Continue ongoing quarterly check-ins with Macerich.</li> </ul>	Ongoing - Hospitality Job Fair
		Facilitate and Support procedural changes during COVID to support business activity	<ul style="list-style-type: none"> <li>- Creation of Outdoor Business Expansion Permits (May 2020)</li> <li>- Support, Communicate Commercial Eviction Moratorium (Spring, Fall 2020)</li> <li>- Support Emergency Streamlining of Development Process (Jan 2021)</li> <li>- Support and communicate Business License Tax Deferral (June 2020)</li> </ul>	*Working with PD & City Attorney's Office to amend Directors Permits & Special Event Permits to address noise and entertainment. *Pending meeting with ED, PD, and PRCP.

		Create and allow for input from relevant business partners and key stakeholders	2021 Quarterly Development Review Check Ins w/Developer/Broker Community	Scheduled for April 15 <sup>th</sup> *Video from 4.15 Summit posted online.
Inform and support protocols that allow for localized re-openings where conditions meet specified criteria.	Serve as a conduit to facilitate business input into official reporting criteria.		Develop survey with countywide ED Professionals to identify unmet business needs/resources.	Not yet started ED Business Survey Sent 4.22.21 (English+Spanish)
			Respond and log business related inquiries. Identify trends and share with County Econ Dev Partners.	Ongoing A lot of enquiries regarding group events. More to come from PRCP.
Support businesses in their re-opening process and communication. Provide clarity to businesses about rules/conditions for reopening and operating.	Maintain regularly updated and expanded Business Toolkits focused on resources that assist businesses with reopening and rebuilding decisions and activities		- Create Online Assistance Tool Kit (signage).	Completed
	Identify successful strategies and lessons learned by early reopening industries and facilitate other businesses' adoption of best practice		- Create workshop for businesses on business future adaptation.  - Provide businesses with access to information on new business practices.	Not yet started  Completed - Bi-Weekly Newsletter

		Deploy marketing campaign designed to promote local economic activity.	<ul style="list-style-type: none"> <li>- Support and amplify partner messaging for "Shop Ventura, Save Ventura" VVCB Marketing Campaign.</li> <li>- Partner with Communications team on messaging promoting economic activity.</li> <li>- Partner with Communications Team and DVP on the creation of signage and marketing material for Main Street Moves.</li> </ul>	Ongoing
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<b>RECOVERY</b>	Facilitate access to training and technical support.	Develop business feedback loops, including data tracking/reporting, to provide ongoing identification of trends and needs.	- Develop business feedback loops, including data tracking/reporting, to provide ongoing identification of trends and needs.	<ul style="list-style-type: none"> <li>- Data Collection</li> <li>- Business Attestation Data</li> </ul> <p><b>As of 4.28.21: 3,718</b> businesses have registered</p>
	Facilitate local economic activity (b2b, b2c, public investment, etc.)	Expand training and technical support tools/resources.	- Deploy SizeUp Business Tool: facilitate 2-3 Webinars on how to use tool	<b>1<sup>st</sup> Webinar: 4.20.21</b> <b>2<sup>nd</sup> Webinar: 5.6.21</b>
			- Identify opportunities to sponsor partner trainings and/or grant \$ to business owners for trainings	Staff researching Grant opportunities
	Continue to advocate for recovery from government to mitigate economic losses in the business community.	<ul style="list-style-type: none"> <li>- Weekly voice of Ventura business to County Econ Dev Partner and County officials.</li> <li>- Support Chamber Petition (Tri-County Region) to re-open businesses in Ventura County.</li> </ul>	Ongoing	

			- Provided testimony and support for some personal care businesses and wellness & fitness businesses to reopen safely.	Completed
	Support businesses in their redesign of business processes, product offerings, customer interfaces, etc.	Identify changes and efficiencies that occurred during the pandemic (e.g. telework, conducting business with less congregation), and support reinvention of how work is done as a result.	- Collaboration with EDC on identifying businesses that have successfully pivoted during pandemic. - Use survey to better understand how business changed. - Business Highlight/Recognition	Not started yet <b>4.22.21 ED Survey distributed (English/Spanish)</b> Not started yet

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<b>RESILANCE</b>	Develop and implement long-term Economic Development Strategy.	Understand the post-COVID economic state of Ventura Businesses.	- Develop and implement long-term Economic Development Strategy.	Not yet started
	Develop and implement long-term Economic Development programs & policies.	Support investment in infrastructure needed to prevent, detect and respond to the next threat of widespread economic disruption. (Broadband)	- Support initiatives to bring information to more people equitably. - Support policy considerations for improved transportation management	Not yet started
		Facilitate the exploration of permanent outdoor dining program.	- Partner with DVP and relevant stakeholders on the exploration of a permanent outdoor dining program in the City.	<b>Scheduled for 5.10.21</b>
		Support (Potential Post COVID) Land Use Changes. [Hotel Conversion. Retail blended uses, Residential demand for medium density, Industrial demand increases]	- Not yet identified	Not Yet Started

	Ensure community participates in, and benefits from, regional efforts to identify new opportunities to expand economy and/or mitigate areas of weakness.	Expand workforce development, including programs targeting re-skill or up-skill training for displaced workers.	Collaborate with Workforce Development	Exploring co-hosting Job Fair with Chamber
		Expand Educational Partnership, connecting education with business to help bridge the gap to bring Jobs to Ventura	Explore internships w/VCCCD, SB Business College, Ventura College of Law	Not Yet Started