



ERIC ALEGRIA, MAYOR
DAVID L. BRADLEY, MAYOR PRO TEM
JOHN CRUIKSHANK, COUNCILMEMBER
KEN DYDA, COUNCILMEMBER
BARBARA FERRARO, COUNCILMEMBER

December 21, 2020

The Honorable Gavin Newsom
1303 10th Street, Suite 1173
Sacramento, CA 95814

The Honorable Anthony Rendon
State Capitol, Room 219
Sacramento, CA 95814

The Honorable Ben Allen
State Capitol, Room 4076
Sacramento, CA 95814

The Honorable Al Muratsuchi
State Capitol, Room 2179
P.O. Box 942849
Sacramento, CA 94249-0066

SUBJECT: City of Rancho Palos Verdes – Request to Increase Funding for Small Businesses

Dear Governor Newsom, Speaker Rendon, Senator Allen and Assemblymember Muratsuchi:

On behalf of the residents and business owners of the City of Rancho Palos Verdes, we are writing to voice our concerns related to the lack of financial support for small businesses impacted by the COVID-19 pandemic. We strongly urge you to make allocating additional small business relief funds a top priority, inclusive of rental and payroll support, waiving taxes and fees, and other legislative and regulatory support to minimize economic consequences for small businesses from the COVID-19 pandemic.

Small businesses are our economic engine and they are being unduly affected by constantly changing restrictions and shifts in consumer habits. According to the U.S. Census Bureau's Small Business Pulse Survey, as of December 13, over 78% of small

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businesses in California reported being negatively affected by the coronavirus pandemic and over 80% have requested state, federal or private financial assistance since March 13, 2020, See “Small Business Pulse Survey: Tracking Changes During The Coronavirus Pandemic,” December 17, 2020, at <https://www.census.gov/data/experimental-data-products/small-business-pulse-survey.html>.

In order to alleviate the severe economic burden small businesses are facing, we are requesting your support to do everything in your power to pass stimulus packages and legislation, implementing regulations to assist small businesses during the long road to recovery.

On April 7, 2020, in an effort to provide relief and promote the general welfare of the Rancho Palos Verdes small business community experiencing negative financial impacts stemming from the COVID-19 pandemic, the City Council unanimously approved the Small Business Financial Assistance Plan. The Plan granted certain businesses a one-time refund of their 2020 business license tax.

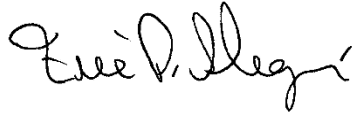
In addition to the Small Business Financial Assistance Plan, on December 1, 2020, the City Council unanimously voted to not increase the 2021 business license tax for all 1,887 registered businesses in the City. The City Council also approved waiving the 2021 business license tax for over 430 home businesses.

The City of Rancho Palos Verdes has done this while experiencing its own financial shortfalls. As a small, residential community, we have done everything in our power to support our small businesses, but it is still not enough to manage the full economic consequences small businesses continue to face. We need your help.

Small businesses cannot continue to operate effectively with so much uncertainty and so little financial support. As we continue on the road to recovery, we urge you to allocate further funds for small businesses through rental and payroll payments, waiving taxes and fees, and other legislative and regulatory measures to minimize unforeseen economic consequences stemming from the COVID-19 pandemic. Failure to do so risks long-term economic harm to small businesses in Rancho Palos Verdes, and throughout California. Thank you for your efforts to support our communities and the businesses that sustain them as we all collectively struggle to begin the healing process from this devastating pandemic.

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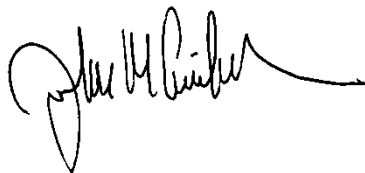
Sincerely,



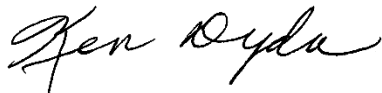
Eric Alegria
Mayor



Dave Bradley
Mayor Pro Tem



John Cruikshank
Councilmember



Ken Dyda
Councilmember



Barbara Ferraro
Councilmember

cc: Diane Feinstein, United States Senator, California
Kamala Harris, United States Senator, California
Ted Lieu, United States Representative, 33rd Congressional District
Janice Hahn, L.A. County Supervisor, 4th District
L.A. County Board of Supervisors
Eileen Hupp, Palos Verdes Peninsula Chamber of Commerce
Jeff Kiernan, League of California Cities
Marcel Rodarte, California Contract Cities Association
Jacki Bacharach, South Bay Cities Council of Governments
Rancho Palos Verdes City Council
Ara Mihranian, City Manager

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Karina Bañales, Deputy City Manager
Palos Verdes Estates City Council and City Manager
Rolling Hills City Council and City Manager
Rolling Hills Estates City Council and City Manager