Jon,

Can you please share this information with the council and public?

Thank you,
Jan

From: Nancy Bush
Sent: Thursday, April 23, 2020 04:47 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Los Altos Small Business Relief Fund

Hi Jan,

I was able to speak with our Controller right after I hit send on my reply to you. Please see our reply to your questions below.

- Would this be useful for you and allow you to continue staying in business? **Absolutely**
- How do you think you would use these funds? **Other vendors who are not covered under PPP loans, such as pest control, equipment service on dishwashers, cable, other utilities and likely some rent expense that will not be covered under SBA loans.**
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31? **Yes**
- Would a different program better serve you? **We have already applied for EIDL and PPP loans. The PPP loans are restrictive, but it does cover payroll and is only forgiven up to the portion that we can rehire. Considering we do not know when we can open at full capacity, the PPP does limit the amount we have available (forgivable) for utilities, health insurance and rent expense.**

Thank you, and stay safe,
Nancy

On Thu, Apr 23, 2020 at 4:26 PM Nancy Bush wrote:

Hi Jan,

Thank you for your email. I would like to run your questions by our Controller. I will try to get back to you tomorrow.
On Thu, Apr 23, 2020 at 3:40 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Nancy,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would you use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor

From: Nancy Bush
Sent: Monday, April 20, 2020 12:16 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos Small Business Relief Fund

Hello,

I am writing to you to express my support of the creation of a small business
relief fund which supports Los Altos retailers.

I am the Business Operations Manager for Opa Management Group. We own and operate seven Opa! Authentic Greek Cuisine restaurants in the Bay Area, one of the earliest of which is on Main St in Los Altos.

We, like most retailers, are doing everything we can to keep the doors open for all of our restaurants, but we are having to do so with a skeleton crew, as our revenues have dropped so dramatically. A small business fund grant would help defray our payroll costs and would benefit us greatly.

We love our location in downtown Los Altos and continue to be very appreciative of the efforts the Los Altos Chamber of Commerce has put forth to help all of the businesses remain viable.

Thank you,
Nancy

--
Nancy Bush
Business Operations Manager
Opa! Management & Hero Adams Restaurant Groups

--
Nancy Bush
Business Operations Manager
Opa! Management & Hero Adams Restaurant Groups

--
Nancy Bush
Business Operations Manager
Opa! Management & Hero Adams Restaurant Groups
Jon,

Can you please share this information with the council and public?
Thank you,
Jan

---

Dear Jan,

Please do.

I would appreciate any help with paying my rents. Encore’s NEW building owner is Dostart Development. No reduction in rent, $1,850 a month. I have owned Encore since October 1997.

Round Robin is owned by the Masons, LAMTA Los Altos Masonic Temple Association. They have hired the Brading Management Company to manage the tenants. Matt Brading will NOT reduce our rent. No reduction in rent, $3,100 a month. I have owned Round Robin since August 1999.

We are women’s consignment stores that accept consignment items from the local community and pay our consignors when their items sell. We formed a nonprofit within Round Robin to provide clothes for women in search of employment and we also provide clothes for battered women (usually to wear when they go to court).

My nonprofit is a 501 C3 organization called “America's Art & Jewelry” Tax Number: 46-3484285.

We work with “SVWomen” and Ruth Patrick is the president. Her office is in [redacted]. We are in business to help women. My consignment stores supported my nonprofit, but now with 0 sales. It is difficult to pay our rents and other expenses. It feels as though we are all in limbo.

Jan, thank you for your help and thank you for caring. Please stay well!
All the best to you!
Warm regards,

Christy R Drexel-Apton
On Apr 23, 2020, at 3:44 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Christy,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

If you have more specific replies, that would be helpful.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor

From: Christy Drexel [REDACTED]
Sent: Monday, April 20, 2020 04:14 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Los Altos small business relief fund

Yes.
Thank you.

Warm regards,

Christy

Sent from my iPhone

On Apr 20, 2020, at 4:08 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Christy,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.
The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county’s and State’s directives, at least through May 31? (Are you aware of this?)
- Would a different program better serve you?

Thank you,
Jan Pepper, Mayor

From: Christy Drexel
Sent: Saturday, April 18, 2020 06:31 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Los Altos small business relief fund

Please create a Los Altos Small Business Relief fund in Los Altos. It would help all small businesses to pay their rents and other expenses.
I own Round Robin and Encore in Los Altos. My greedy landlords want all of their rents even though my stores have been forced to close during the shelter in place order since March 17th. The landlords told me to get a loan from the bank In order to pay them their rents. They have no mercy and offer no discount in rent.
I wish everyone on the City Council good health.
All the best to you!
Warm regards,
Christy R Drexel, business owner

Sent from my iPhone
Hi Guo,

Thank you for your responses.

Jon, can you please share out?

Thanks,

Jan

Sent from my iPhone

On Apr 26, 2020, at 12:52 PM, Guo Feng wrote:

Dear Mayor Pepper,

Thanks to you and the city council of Los Altos to rescue small business in town like us at this critical moment. Here are the feedbacks as an owner in business.

Would this be useful for you and allow you to continue staying in business?
[A] Yes definitely, because it is critical to small businesses which have no chance to compete for the other relief funds from the State and Federal governments.

How do you think you would use these funds?
[A] In addition to maintenance costs, like utilities, preorder production cost, and loan payments, we would like to use the fund to promote for the business recoveries, such as signup for exhibitions, shows, and other commercial activities.

Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
[A] Thanks for the information about the rent in pandemic period. We still need to negotiate the payment plan with our landlord once the Stay-at-Home orders are lifted.

Would a different program better serve you?
[A] The program in proposal would be most effective and prompt plan for small business in town. It will give the chance to small businesses desperate for survival in COVID-19 epidemics.
Thank you again for the help,

Guo Feng

On Friday, April 24, 2020, 5:44:20 PM PDT, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Guo,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would you use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,

Jan Pepper, Mayor

From: Guo Feng
Sent: Thursday, April 23, 2020 10:55 AM
To: City Council <council@losaltosca.gov>
Cc: Guo Feng; Xianghai Yu
Subject: [External Sender]Chamber Call To Action

Dear City Council Members,
My name is Guo Feng, the owner of 3 Potato, the fashion store at 358 State Street, Los Altos, which has been running for almost two years since 2018. With the mission of women’s drapes with an artist’s touch, the store has attracted many costumers in bay areas and around the country.

However, the COVID-19 pandemic has changed everything dramatically, especially for a small business like us. Stay-At-Home orders in local and national wide paused all business operations of retail and whole sales. The broken cash flow made us almost impossible to survive on our own. Because, we still have to cover the cost to sustain.

- Rents
- Utilities
- Internet and Telecommunication cost
- Prepaid of Show and registration fee
- Monthly loan payment to the bank

We believe the pandemic will be over. The business will come back after the return of the normal life. But it will take times to restore to the previous level in sales. From what we have learned in the news, as a small business, it is very difficult to compete for the relief funds from any federal and state governments. Any help would be appreciated, if Chamber of Commerce of Los Altos would offer at this critical time.

Thank You all,

Guo Feng
Thank you Summer.

Jon, can you please share this?

Jan

---

From: Summer MENG
Sent: Thursday, April 23, 2020 06:03 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Fwd: URGENT: CHAMBER CALL TO ACTION

Dear Jan,

Thanks for your support.
For your questions my answers are as following:
1. It will be very useful and helpful to let us continue staying in business.
2. I would use the funds to pay for my employees and the rent and utilities. Also insurance.
3. Yes, I will use this for rent payments. My landlord is waiting for my rent urgently from March till now. He also need money to pay property tax and mortgage. He is quite nice to me and accept 30 days late payment without penalty. But I still need to pay for it.
4. I think we need financial help urgently. I have applied both SBA and PPP Loan, unfortunately, we got nothing so far. With the fund from city, we can reopen the business very soon and we can survive. Other program like help us to post information on city website will be also helpful. Let local residents know we will are still open for taking out and delivery.

Thanks
Summer
Noodle talk

---

On Thu, Apr 23, 2020 at 5:20 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Summer,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara’s program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county’s and State’s directives, at least through May 31?
Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor

From: Summer MENG
Sent: Wednesday, April 22, 2020 10:51 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Fwd: URGENT: CHAMBER CALL TO ACTION

To whom it may concern,
This is Summer Meng, owner of Noodle talk home cuisine in Los Altos.
Our address is: 4546 El Camino real, ste A6, Los Altos, CA 94022
We have been doing business in Los Altos for 5 years. We are serving authentic Chinese HuNan style food. We were always fully packed before this corona virus happened. People here are really enjoying our food and nice atmosphere.
Unfortunately, we have to close the business temporarily from March 15, 2020 due to Shelter in Place order. I have total 25 employees in this restaurant. I have to pay the rent for this property, utilities, insurance and all the other expenses like pest control. Furthermore, I have to pay for the food and rent for my employees. The kitchen staff has no where to go and they have to stay in the house I rent for them to keep safe.
My monthly cost is over $30000.00 even though my income is 0.
Taking out order is not enough to make a big restaurant survive because they charge us 25 to 30% commission like Doordash and Uber eat.
But I really need to have some income to cover my cost. I decided to reopen the business on May 1st. Hopefully we can have some cash flow and pay the rent and some of our employees.
Even though we were impacted a lot by this Crisis, but have donated over 230 bentox boxes to front line workers. I just some pictures in separate email for your information.

I have applied both SBA and PPP loans. Unfortunately, we received nothing.
The Banker told me there is not enough money.
Pls give us some financial help to help us get through this crisis.
Thanks so much!
Summer
Noodle talk
4089338620
www.noodletalk.us

---------- Forwarded message ----------
From: Victory Finance
Date: Tue, Apr 21, 2020 at 4:52 PM
Subject: Fwd: URGENT: CHAMBER CALL TO ACTION
To:

Weihong Victoria Bracha
CA Lic No. 0K42955
Business & Financial Strategist
From: Los Altos Chamber of Commerce <kim@losaltoschamber.org>
Date: April 17, 2020 at 4:51:13 PM PDT
To: [Redacted]
Subject: URGENT: CHAMBER CALL TO ACTION
Reply-To: kim@losaltoschamber.org

CHAMBER CALL TO ACTION

FROM THE CHAMBER PRESIDENT

The Los Altos City Council discussed the creation of a LOS ALTOS SMALL BUSINESS RELIEF FUND at the Tuesday, April 14, 2020 City Council meeting. Such a fund could be modeled after a similar fund that was created April 8 in the City of Santa Clara. The details of the Santa Clara program can be viewed here. Essentially their fund offers grants to businesses and non-profits with 1 to 25 employees for the payment of payroll and lease expenses. Their program offers $5,000 grants to eligible essential businesses, and grants of $10,000 to
eligible non-essential businesses.

We have heard a lot about the $2 trillion dollar CARES Act, but I do not personally know of even one business that has received any loan funds from the federal CARES Act despite submitting timely applications. Those funds seem to have gone to big business, and have not tricked down to the community of Los Altos.

If you are in support of creating a LOS ALTOS SMALL BUSINESS RELIEF FUND, please email our City Council urgently with your request! You can SIMPLY send one email to the following address council@losaltosca.gov and it will be delivered to all five city council members inboxes.

Please tell them your story. Tell them how this will help your business and your employees. Tell them of the difficulties that you are facing, and how much their financial support will help you and benefit community of Los Altos!

Ask your customers, friends, & families to send an email too. It is well worth the time invested. Please contact me if you have any questions!

All my best,
Kim Mosley
President
kim@losaltoschamber.org
650.704.3505 cell/text

Emerging from the Crisis
Planning for Next Year as a Nonprofit

Thursday, April 23, 2020 | 10:00 – 11:00am PT

You have been sheltering in place for over a month now, and have made quick and difficult decisions to keep your nonprofit afloat in the immediate term. But what’s next? How should you plan for the rest of 2020 with so little certainty about the future? Join us for a complimentary webinar, hosted by Harvard Business School Alumni Community Partners, on how nonprofits can start planning for the next year despite the uncertainty of the marketplace. Hear Scott Garell and Seth Schalet, two seasoned executives with for-profit and non-profit experience
leading organizations during crisis periods, share their perspectives and a process for rebuilding your organization.

Topics covered will include:

- Managing through 2020-2021
- Cash Management and Making More Tough Decisions
- Raising Funds in an Uncertain Market

This interactive webinar is open to all nonprofit leaders as well as HBS alumni who are engaged with nonprofits as a board member, staff, donor or volunteer. Please follow the link below to register and find further information about the speakers.

REGISTER HERE
Try email marketing for free today!
Thank you Sherry.

Hello Mayor Pepper,

Thank you for taking the time to write, and your interest in looking at a program which would be of the most benefit to local businesses.

Here are the answers to your four questions:

1. A grant type of program would be helpful to try to maintain my business during the uncertainty of the duration of the Covid-19 pandemic. I spoke to the landlord of my store this afternoon about May rent and beyond. He is offering to delay rent payments of up to 3 months starting in May 2020, with repayment starting between August and January 2021. Depending upon how soon we might agree to repay, there could be a slight rent abatement. He said his goal is tenant retention.

2. I would use the funds to only pay rent. That is all the funds would cover.

3. If at all possible, I would not want to use the law to keep from being evicted, as this is not the best way to work out a long-term solution and 'partnership' with a landlord, in my opinion. There could be costs associated with that process on both sides, which I would not want to instigate.

4. My largest fixed cost every month is rent. If a landlord will not abate the rent, in whole or in part, and as a retailer we must be closed and cannot generate revenue, then a grant program will help to equalize these two factors. So, I cannot think of a better solution at this time. Down the road in a different phase when stores are permitted to re-open, perhaps City funds could be earmarked for marketing Los Altos businesses to the broader community.

I do not object to the use of what I wrote in my letter, for purposes of discussion at a City Council meeting.

Thanks very much for your consideration.

Sherry
Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would you use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor
I'm writing to tell you of my experience as a newer small retail business on Main Street, required by the County Health Department to be closed now into week six. I'm concerned for the long term viability of my business, and others in Los Altos, and ultimately the commercial face of Los Altos as the required closures continue on to fight the spread of Covid-19.

You may be aware the average annual profit for a small business is 7%, which equals to about 26 days of sales per year. The rest of the year's revenue goes towards paying all overhead. I'll venture a guess that a lot of our small business may pay the owner a salary or income, and may not get to that additional 7% of net business profit for the year. Either way, we are now way past those 26 days for 2020.

This loss of revenue has started to eat into revenue to provide for owner income, rent, utilities, payroll, etc. In this case, a business loan will only exacerbate the problem - creating debt where there won't be commensurate revenue to support that additional burden, when sales are not occurring, or have dropped precipitously. This is what has happened in my retail business.

The requirement for non-essential businesses to close for an unknown period of time, in effect causing their revenue to cease, while not mandating their overhead be abated for the same period of time, creates an onerous situation for the retail store owner/operator. Only a grant (versus a loan), can be crucial to keeping a business afloat when they have been forced to temporarily shut their doors.

In the case of my business, in the first month of the closure, I had one sale for a $27.00 item, which I delivered to the customer (at a distance). Since becoming a store owner in the summer of 2019, we have generated reasonable sales every month - even when there was paper covering the windows during the time of moving in new store fixtures, painting, etc. To try to generate sales now, I'm participating in What's Open Los Altos, the Gift Card Program, offering a gift with purchase, revising our website and adding keywords, and posting on Instagram daily. None of that has made any impact yet. It seems like most people have just stopped spending - except for essential items.

To date, I have applied for two Federal Loans, the PPP and the EIDL programs. On the PPP, it seems banks have been overwhelmed. Although I applied through my business bank for the PPP, with assistance from bank management, and believe the application was submitted to process at least 3 days before we were told the funds ran out, my application did not make it through. To date, I have not heard back about the EIDL.

I understand California will open an application for an unemployment fund for small businesses starting on April 28th, however, that will be only $167.00 per week. My landlord wants to hear from me this week about my intentions to pay the May rent. He has offered to move the due date back for the May rent or to accept spread out payment.

To me, after dipping into savings to pay the overhead for two months, debt without sales to support it is just not prudent, It is also possible that customers will not come back for months even after we are permitted to re-open, out of fears of catching Covid-19, only adding to the losses.

To try to navigate through this uncertainty with the burden that only some of us have to
bear, a grant type of fund, provided by the City of Los Altos, could be a lifeline.

My intention has been, and still is at this time, to remain as a store operator for the four-plus years left on my business lease. The longer this shut-down continues, it will be less likely that I, and many other businesses, will be able to continue to shoulder this burden. The idea of that is pure sadness, because I am involved in four not-for-profit organizations in Los Altos, believing so strongly in the community-at-large.

Please consider allocating enough resources to help keep the commercial businesses of Los Altos from having to close, if they are facing these circumstances I've outlined here.

Should a fund be made available, I am willing to share my financial information, if held in strict confidence, to show my business revenue history and expenses, should it help towards both determining allocations of such a fund, and also to apply as a candidate for this financial support.

Thank you in advance for your consideration. I am available to provide clarification or additional information either by reply email, or via the mobile number below.

Sherry Scott

Sherry Scott, ASID, CID
President

www.sherryscottdesign.com
169 Main Street, Los Altos, CA  94022
Thank you Kristina.

Jon, can you please share?

Jan

From: Kristina Mola [redacted]
Sent: Thursday, April 23, 2020 05:45 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Re: [External Sender]Arete Dance Center

Oh, of course. We’re eagerly awaiting being able to resume working but it’s reassuring to own a business in a community that cares!

On Thu, Apr 23, 2020 at 4:38 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Kristina,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor

From: Kristina Mola [redacted]
Sent: Tuesday, April 21, 2020 09:58 AM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Re: [External Sender]Arete Dance Center

Hello,

Would this be useful for you and allow you to continue staying in business?
Yes, currently we are seeking funding from the Federal Government but have had an
extremely difficult time because our bank accounts are not with the lenders that seem to be giving out money. This essentially pushes us out of the "fast track" to receiving assistance. Our little studio generates very little income now that we are forced to operate only online. We barely make enough to cover rent, forget payroll, utilities, etc.. This money would essentially allow us to not go into massive debt which would potentially be unable to recover from. We do have a plan to be able to re-open safely once allowed and at that time we feel we can begin generating money slowly but because of the close proximity nature of Ballroom Dancing, we are unclear how many clients would return and feel safe right away.

How do you think you would use these funds?
We would use these for paying our instructors, our costs of utilities that cannot be negotiated, re-paying rent once it is due, promoting in and around Los Altos, once we are able again, etc...

Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31? No, we already paid May, we would however need assistance for June and potentially July if not allowed to re-open in early May.

Would a different program better serve you?
Not that we can think of. We could use any and all promotional assistance from the community and town of Los Altos.

Kristina Mola Kuvshynov
Arete Dance Center

On Mon, Apr 20, 2020 at 4:06 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Kristina,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?
Thank you,
Jan Pepper, Mayor

---

From: Kristina Mola
Sent: Friday, April 17, 2020 06:53 PM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Arete Dance Center

To whom it may concern,

Thank you so much for your work and discussion in regards to the creation of a grant fund to aid small businesses located in the city of Los Altos.

We are a small staff of 13 employees who all teach the art of ballroom dancing to adults in Los Altos. We are located in Loyola Corners and would very much be interested in any assistance as we have kept paying our employees throughout this Covid-19 self-distancing, hoping the Federal grants would assist us and we cannot function indefinitely without some assistance. We moved to Los Altos specifically because it is a beautiful community that we felt could really benefit from a cultured, recreational, activity for adults. Ballroom Dance is steeped in traditional values and is a performing art that enriches the lives of those who participate in it, both passively and actively.

The month we leased our space, The Town Crier had actually just published an article discussing the need for bringing businesses that weren't the typical restaurants, hair and nail care, clothing boutiques, etc... We were so proud to break that mold and offer something new and exciting to the under-represented adult community within the city of Los Altos. We will be here 9 years this August (God willing!).

I will spread the word to garner support from the community for this endeavor.

Thank you for your assistance during these uncertain times, both in terms of helping to announce what businesses are still operating and, in just communication, in general. It has been really reassuring that the community and City Council are helping to rally around the local businesses.

Sincerely,
Kristina Mola Kuvshynov
Arete Dance Center

Facebook:  Like us on Facebook
YouTube:  Click here to subscribe to our Youtube Channel!

--
Kristina
Kristina
Arete Dance Center
Facebook:  Like us on Facebook
YouTube:  Click here to subscribe to our Youtube Channel!
Hi Belinda,

Thanks for your reply.

Jon, can you please share?

Thanks,
Jan

Belinda

On Thu, Apr 23, 2020 at 4:22 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Belinda,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not
Dear Jan,

By creating a Small Business Relief Fund to help out independent businesses will be most caring and appreciated. Looking at the City of Santa Clara Relief Fund model, there's one item that will not work for Los Altos retail/service businesses. The requirement of at least one full time employee will disqualify a lot of 'Mom & Pop' brick and mortar stores. Most small businesses are self-employed by owners who work full time. My suggestion is to be inclusive to these businesses who need the relief the most.

- Would this be useful for you and allow you to continue staying in business?
- definitely will help me to stay in business since we lost 100% of income for 2-3 months
- How do you think you would you use these funds?
- paying suppliers, payroll, and rent
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- retail, unlike residential rental, we have inventory and obligations. We cannot take a chance on being evicted. I will use part of the relief fund to pay some rent showing our good faith in staying. If most stores in Los Altos don't have a long term plan to stay in business, the town will become transient and unstable.
- Would a different program better serve you?
- I don't think money from CARES ACT will trickle down to the grass root small businesses in a timely manner if at all. An immediate Relief Fund from the City will be most encouraging to businesses and residents alike. It shows we are all in this together and we do CARE.

Thank you for what you do for the City. Your thoughtfulness and contribution is most appreciated. Please let me know if there's anything I help.

Best wishes,
Belinda
On Mon, Apr 20, 2020 at 4:09 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Belinda,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara’s program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county’s and State’s directives, at least through May 31?
- Would a different program better serve you?

Thank you,
Jan Pepper, Mayor

From: Belinda Chung
Sent: Saturday, April 18, 2020 11:59 AM
To: City Council <council@losaltosca.gov>
Subject: [External Sender]Helping Los Altos Small Businesses

Dear Council Members,

It is utmost urgent to create a LOS ALTOS SMALL BUSINESS RELIEF FUND to help 'Main Street' small businesses to survive this unprecedented COVID-19 crisis.

As a store owner on State Street for over 40 years, we experienced national and local economic ups and downs. But NEVER had to close shop for an unknown period. It's been 5 weeks and still no opening date in sight. We lost 100% of our business which will NOT be recuperated. We are still paying rent and other expenses but with NO revenue.

Federal CARES act so far has been helping much larger businesses and government
entities. As CARES act funding is dried up, we will not see money trickle down to small stores like ours. All downtown store owners have expressed extreme financial setbacks.

In 2008, we witnessed over 25% storefront closed in downtown Los Altos. It took over 3+ years to get most space filled. Downtown and neighborhood communities are vital to Los Altos City. If small businesses cannot survive, there will be NO downtown!

For the good and future success of Los Altos City, I urge you to make this Relief Fund available and inclusive to all small businesses--self employed with part time employees.

Sincerely,
Belinda Chung
BK Collections
342 State Street
Los Altos, CA 94022
Hi Debbie,

Thanks for your reply.

Jon, can you please share this?

Thank you,
Jan

---

From: Debbie Clark
Sent: Thursday, April 23, 2020 08:38 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Re: [External Sender]Los Altos Small Business Relief Fund

Thank you for asking. It is absolutely okay. We are all in this together and if our story helps, please share.

Debbie

Sent from my iPhone

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On Apr 23, 2020, at 3:48 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Debbie,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor
Dear Ms. Pepper,

Thank you so much for reaching out. To answer your questions:

1. We are very worried about being able to stay in business. We did not receive PPP funds in the first round and have had to put all but 3 of our 23 employees on furlough. My business partner and I are not taking any pay even though we are working long hours to try and keep the business alive. A loan of $5-10K would enable us to show good faith to our creditors or perhaps allow us to pay an employee to help us serve our patients while we are waiting.

2. It is difficult to say for sure how we would use these funds as we still don't know if we will get PPP funding in the second round. If we do get PPP money, we would most likely use this money to help pay some of our operating expenses such as liability insurance, licensing fees, phone and internet expenses, and infection control supplies to name a few. We owe thousands to our vendors for hearing aids we are not able to sell until business is back to normal. Our April 2020 revenue is down 81% compared to April of 2019. If we don't get the PPP funds, we will have to look at our budget to determine if it's best to bring in an employee part time or put the money towards our rent.

3. Regarding rent payments, we know we could not be evicted at this time. We are currently in the process of negotiating with our landlord and are hopeful he will forgive some of our rent. So far he has only offered deferred rent. If we could put $10K towards rent we would not have to pay that later when we are trying to get back up to speed. Most of our patients are over 75 and thus in the high risk category. We anticipate it taking a long time to bring our business back to "normal" for two reasons. First is these more vulnerable people will likely be hesitant to get back out for fear of exposing themselves to COVID 19. Second, hearing aids are expensive and many people have taken a hit on their retirement funds. They may feel the purchase of new hearing aids is something they can put off.

4. Would a different program be better for us? Honestly, we simply need money right now. We need money to pay our bills, our employees and our landlord. Although we have applied for government programs, so far no money has come through. We need help and $5-10K would not
solve all of our problems, but it would certainly help lighten the tremendous burden we are feeling now.

Again, I want to thank you and the City Council for considering this. We would be deeply grateful to the City of Los Altos for any help you can offer.

Thankyou,

Debbie Clark
Co-owner, Pacific Hearing Service

On Mon, Apr 20, 2020 at 4:13 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Debbie,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

Thank you,

Jan Pepper, Mayor

From: Debbie Clark
Sent: Saturday, April 18, 2020 06:20 PM
Dear Members of Los Altos City Council,

I was so happy to get the email from the Los Altos Chamber of Commerce telling me the city is considering a small business relief fund.

I am an audiologist and co-owner of Pacific Hearing Service. My business partner, Jane Baxter, grew up in Los Altos and her father, William Baxter, was an ENT physician in Los Altos for many years. We are truly a small business with deep roots in Los Altos.

Pacific Hearing Service has been serving the hearing impaired in the Bay Area for over 40 years. Hearing loss isolates people from their friends and families. We are a relationship business and do everything we can to go above and beyond to help our patients hear. During this time we have heard from patients who have lost their hearing aids when they took their face masks off. We have heard from patients who suddenly have to communicate with family by phone only and are having difficulty hearing the phone. People continue to have hearing aids that break or need maintenance. They are already isolated due to the shelter in place and loss of hearing aids to the isolation. We also continue to serve patients from our nonprofit, Pacific Hearing Connection. We founded the nonprofit in 2016 to help our neighbors who can't afford hearing aids.

We have been hit hard by the shelter-in-place. Although technically we would be considered an "essential business," we felt it would be irresponsible to maintain business as usual because so many of our patients are in the high risk category. Our top priority is to keep our patients and staff safe. We decided to only see people who have urgent needs during this time. The people we have helped tell us how much they appreciate the fact we are here for them. Although we are helping people with urgent needs, we are bringing very little money into the business. Consequently, our income has dropped dramatically. Our revenue for April alone is down 81% compared to last year.

We submitted our PPP application to the bank well over a week ago, yet it appears the bank did not get our application to the SBA before the funds ran out. We were heart broken when we learned we will not
be getting these funds. We also have heard nothing regarding our EIDL application.

All but 3 of our 23 employees are furloughed. Jane and I are working long days with no pay to try to keep the business alive. We hope to continue to be here for people with hearing impairment for another 40+ years. Any financial help from the city would help us continue to serve our patients.

Thank you for considering this.

Debbie Clark

--
Deborah Wilson Clark, Au.D.
Pacific Hearing Service
Los Altos

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--
Deborah Wilson Clark, Au.D.
Pacific Hearing Service
Los Altos

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Hi Kevin,

Thank you.

Jon, can you please share this?

Thanks,
Jan

Sent from my iPhone

On Apr 23, 2020, at 3:46 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Kevin,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor
Subject: Re: Small Business Relief Fund

Hi Jan. I do have a business in Los Altos. I've been a dentist located at Rancho since 1984. This is absolutely the worst setback I've ever seen. I've never taken off much more than a week for vacation at a time (two weeks per year) and here I find my business at a complete standstill since March 12. These funds would be used for overhead expenses, payroll, utilities, and rent. (Incidentally, John Vidovich has been very kind and reduced rent for Rancho tenants this month.) I have also applied to the SBA PPP, which could also be of some help when approved. Thank you. Kevin

On Mon, Apr 20, 2020 at 4:22 PM Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Kevin,

Thank you for writing.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

Do you own a small business in Los Altos? If so, it would be helpful to me if you could respond to these questions:

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

Thank you,
Jan Pepper, Mayor

From: Kevin Sawyer
Sent: Monday, April 20, 2020 04:16 PM
To: City Council <council@losaltosca.gov>
Subject: Small Business Relief Fund

Please consider creating a SMALL BUSINESS RELIEF FUND for those businesses in Los Altos that have been affected by Covid-19. Thank you. Kevin
Sawyer
Thank you Simone.

Jon, can you please share this?

Jan

---

Hi Jan, yes, please use my Boutique as an example of what makes Los Altos downtown so special! I can see myself going another 10-15 years. We love Los Altos. Retail is a tough business. I have to compete with online shopping and Big store discounts. I truly believe women still want to try on clothes, enjoy walking downtown and have a personal experience with the downtown merchants. Thank you for all your help. Simonne Tregon

Sent from my Simone Tregon iPhone

On Apr 23, 2020, at 3:52 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Simone,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor
Cambric Ltd
197 Second street
Los Altos, CA
94022

Dear Jan Pepper and Los Altos City Counsel. My name is Simonne Tregon. I am writing to you for help keeping my Boutique Cambric Ltd, (30 years in business), going during this difficult time.

A $10,000 grant would be used to pay for inventory I am not able to sell due to closing the doors. We have over $30,000 bills of Spring merchandise. When I do get to reopen I will have to put this merchandise on sale just to get customers back in the store. It will take months before seeing any profit.

Our landlord, Sean Corrigan did waive our April month which we are so grateful. That still leaves two weeks of March and May with rent to pay. We have not received any government funding or loans. We asked our customer base and the Chamber of commerce to purchase gift cards. Only three people purchased one. We also had a Go Fund Me the Chamber put out Only $100 was raised.

Both my husband and I are self employed, renting in Los Altos with two daughters in college. Keeping Cambric in business is imperative for our family. I would be so grateful for any assistance at this trying time.

Sincerely, Simonne Tregon

Sent from my Simone Tregon iPhone

On Apr 20, 2020, at 4:07 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Simone,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business
community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would you use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

Thank you,
Jan Pepper, Mayor

---

From: Simone Tregon
Sent: Friday, April 17, 2020 08:22 PM
To: City Council <council@losaltosca.gov>
Subject: Cambric Ltd

Hi, my name is Simonne Tregon. I have owned and operated Cambric Ltd Women’s clothing boutique in Los Altos for 30 years. This will be my most challenging year to survive. I love doing business in Los Altos. I would appreciate any help to keep our local business alive. Thank you. Simonne

Sent from my Simone Tregon iPhone
Thank you Shashi.

Jon, can you please share this info?

Jan

---

From: Shashi Murthy
Sent: Thursday, April 23, 2020 06:01 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Re: Gitane Los Altos

Jan

Please share my response.
Small businesses need the money more than any large business which are getting funded first, but we are left behind.

It’s very unfortunate!
We have seen it with the ppp loans.

Shashi
Gitane Los Altos

Sent from my iPhone

---

On Apr 23, 2020, at 3:53 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Shashi,

Thank you for replying to my inquiry about whether the small business relief fund would be useful to you.

As we will be discussing this at the April 28 council meeting, I wanted to confirm with you that it is OK for me to share your response with the city council and the public. If that is not OK with you, please let me know.
Thank you,
Jan Pepper, Mayor

---

From: Shashi Murthy
Sent: Monday, April 20, 2020 06:13 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: Gitane Los Altos

Jan
The funds would help businesses
Pay payroll
Pay rent
Pay business CC bills for Paying
  Internet
  Pge
  Water
  Vendor (we are a fashion boutiques)
Thanks
Shashi
Gitane Los Altos
Sent from my iPhone

On Apr 20, 2020, at 4:15 PM, Jan Pepper <jpepper@losaltosca.gov> wrote:

Dear Shashi,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:
Would this be useful for you and allow you to continue staying in business?
• How do you think you would use these funds?
• Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
• Would a different program better serve you?

Thank you,
Jan Pepper, Mayor

From: Shashi Murthy
Sent: Sunday, April 19, 2020 01:22 PM
To: City Council <council@losaltosca.gov>
Subject: Gitane Los Altos

Hi Council,
We are Gitane -Los Altos on 334 state street

We have been in business for 7years starting May 13th 2013
We have 1 full time and 3 part time employee

Who are all out of there jobs
Since we are completely shut down
We can’t WFH since we are solely a brick and mortar store.
We do not have a online store at this time.

We have loved the downtown vibes and especially our beautiful customers.

We would be very sad and as well as our customers to see their favorite businesses close in downtown. If we can’t survive Covid-19 pandemic.

Our rents are very very high !

We would request/plead for any help we can get to pick us up where we fell off on March 16th 2020.

So we can survive

Thank you
Shashi
Gitane Los Altos

Sent from my iPhone
Hi Ann,

Thank you for your response.

Jon, can you please share?

Thanks,
Jan

---

From: Ann Sullivan
Sent: Thursday, April 23, 2020 09:59 PM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]Re: [External Sender]Responding to the Los Altos Small Business Relief Fund

Dear Jan;

First thank you so much for responding to my request for the small business relief fund, I am applying too.

1. Your first question is, would this funding be useful for me to stay in business. My answer is absolutely. As the owner of a housecleaning business, I depend on my cleaners. If they don't have work and couldn't afford to pay rent or food they would have to move out of the Bay Area and I would lose my ability to continue helping my clients. That would mean, I lose my business.

2. How would I use the funding. My main purpose is helping the cleaners with expenses.

3. The best way to help my cleaners, would be with their rent. Even though they might not be evicted until after May 31th. I am told by them, they still are expected to pay their rent. I want them to be safe and not afraid of what the landlord could do in June or July.

4. Would a different program be better for me? I don't know. I have heard about the Small Business Loan, relief money called Paycheck Protection Program. The Congress just passed another round, but to be honest, I'm not sure if I qualify.

I hope this answers your questions.

My understanding is your funding is based on $5,000 to $10,000 per Grant. This is very generous. I am assuming the council will determine the amount to be given depending on needs and the size of the company.

Thank you again;
Dear Ann,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business?
- How do you think you would use these funds?
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
- Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor
From: Ann Sullivan  
Sent: Tuesday, April 21, 2020 11:44 AM  
To: City Council <council@losaltosca.gov>  
Subject: [External Sender]Responding to the Los Altos Small Business Relief Fund  

Enclosed is my information about my company Dial A Maid and hoping you will consider me for the Relief Fund.  
Sincerely;  
Ann Sullivan  
Dial A Maid
Hi Susan,

Thank you for your response.

Jon, can you please share this portion of the email?

Thanks,
Jan

Hi Jan,

Thank you very kindly for your response.

I would not be okay to have my initial letter shared with the public because it contains business privy information.

I would be okay having the response to your questions below shared with the public.

Specifically:

* Would this be useful for you and allow you to continue staying in business?

Yes, this would be useful for more people than me. For the reasons that my customer's today have requested stages to be removed on listings my company staged prior to Shelter In Place. My customers have sold between April 2 and today, April 23 these properties. This moving is essential under the scc.gov and if you need further information on it, I can provide it to you. The money from the city would tremendously facilitate my hiring my crew back to help me with the labor to perform these much needed stage dismantles for my customers. Not removing could hold up their closing date and even jeopardize their sale. One of the properties is located in Los Altos Hills. It a large house and requires a crew. I cannot remove the stage alone. This would be an avenue of income for many businesses in the community of Los Altos and Los Altos Hills. There are many businesses and residents in the community that benefit from successful sales of real estate.

* How do you think you would you use these funds?

As per above, to pay my crew and service my customers. Additionally I gave my customers that
requested of me a break on the staging inventory from March 17-April 2 rent on staging inventory because of the Shelter in Place. They must be experiencing hardships as well so I value them and wanted to help them. I didn't receive that rent income either. That void is hurting my business. The grant from the city would help so much with this loss as well as all the other work that was canceled or postponed. I have many bills to pay in addition to payroll.

* Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?

My colleague and I were discussing that. We decided that would be a good back up plan. However, we will still need to pay the rent eventually. That being said, we prefer to remain in good standing with the business leasing landlords and pay now. As well it may cause hardship for our landlord to not pay. It is late on May 5th. As I am experiencing a hardship myself by losing my good tenant whom had to layoff all of there Mountain View office employees due to COVID-19. That is the reason they are leaving my building. I lost them after 3 years. It was a total shock as I just found out day before yesterday.

* Would a different program better serve you?

Your program would help me tremendously because it would hopefully happen in a faster timeline. Due to the bureaucracy of the government programs, I am still waiting and money is not available. I am uncertain if I will receive more money or not. If I do it may be too late to serve my customers best by retaining my good crew and my inventory.

Thank you for considering my small business for the City of Los Altos Small Business Relief Fund.

Best regards,

Susan

-----Original Message-----
From: "Jan Pepper" <jpepper@losaltosca.gov>
Sent: Thursday, April 23, 2020 5:12pm
To: "Susan Bacchi" [External Sender]
Subject: Re: [External Sender] Small Business in need

Dear Susan,

Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.
As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

* Would this be useful for you and allow you to continue staying in business?
* How do you think you would use these funds?
* Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31?
* Would a different program better serve you?

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,

Jan Pepper, Mayor
Hi Scott,

Thank you for getting back to me.

Jon, can you please share out?

Thanks,
Jan

---

From: Scott Hunter <scott@downtownlosaltos.org>
Sent: Monday, April 27, 2020 10:24 AM
To: Jan Pepper <jpepper@losaltosca.gov>
Subject: [External Sender]RE: Please support our Downtown Los Altos businesses

Hi Jan,

Thank you so much for getting back to me, and for your due diligence in understanding the needs of Los Altos small businesses.

I have answered your questions below in blue. Please feel free to ask any follow-ups.

Have a great week,

Scott

---

From: Jan Pepper <jpepper@losaltosca.gov>
Sent: Friday, April 24, 2020 7:09 PM
To: Scott Hunter <scott@downtownlosaltos.org>
Subject: Re: Please support our Downtown Los Altos businesses

Dear Scott,

I have been sending the following email to small businesses in Los Altos. If you can provide responses to the questions I pose below, I would be most appreciative.
Thank you for writing in to describe how the COVID-19 pandemic is affecting you and your business.

The city council will be considering a small business relief fund of possibly $250,000, to provide a grant program modeled on what the City of Santa Clara has instituted. Under Santa Clara's program, businesses are eligible to apply for a $5,000 or $10,000 grant to help them weather this difficult time.

As part of my due diligence in doing what is best for our business community, it would be very helpful to me if you could provide some feedback as to whether this would be helpful for your business?

Specifically:

- Would this be useful for you and allow you to continue staying in business? Yes.
- How do you think you would use these funds? Payroll, rent and marketing of Downtown businesses.
- Would you use this for rent payments, knowing that your landlord cannot evict you under the county's and State's directives, at least through May 31? Yes. Our relationship with our landlord (who is also a small DTLA business) has been vital to LAVA maintaining an office in Downtown.
- Would a different program better serve you? Creating a Business Improvement District (BID) or similar, would mean a consistent source of revenue. However, that is not a short-term solution.

As we will be discussing this at the April 28 council meeting, please note that I will be sharing your response with the city council and the public. If that is not OK with you, please let me know.

Thank you,
Jan Pepper, Mayor

---

From: Scott Hunter <scott@downtownlosaltos.org>
Sent: Friday, April 24, 2020 01:10 PM
To: City Council <council@losaltosca.gov>
Cc: Chris Jordan <cjordan@losaltosca.gov>; Anthony Carnesecca <aCarnesecca@losaltosca.gov>; shannon@downtownlosaltos.org <shannon@downtownlosaltos.org>
Subject: Please support our Downtown Los Altos businesses

April 23, 2020

Honorable Mayor Jan Pepper, Vice-Mayor Neysa Fligor, Councilmembers Jeannie Bruins, Anita Enander, and Lynette Lee Eng,

The businesses of Downtown Los Altos are in trouble and need your help. I urge you move forward with the COVID-19 Emergency Financial Relief Program.
It is no secret the COVID-19 health crisis has impacted all facets of our society, with – in my mind – the brunt being felt by small businesses throughout the country. Unable to conduct business as usual, many of these businesses have had to reduce their employee count leading to widespread unemployment affecting an even larger group of citizens.

While Downtown Los Altos has been blessed with a number of “essential” businesses, too many of those dubbed “non-essential” have no way to service customers either in person, or online. As the crisis continues with no end in sight these businesses will soon find it impossible to continue to exist, with empty storefronts and boarded-up windows a very real possibility.

As the Council debates offering financial support to those businesses, I ask you keep two things in mind: 1) all of our Downtown businesses are essential – not just to our local community, but to many others who commute to Los Altos for their livelihood; and, 2) the optics of closed retail stores and eateries will harm Los Altos residents and damage the quality of life that has developed in this city.

I also ask you to consider including support for those organizations whose sole purpose is supporting our small businesses and providing the community with opportunities to enjoy all of the blessings of the area.

The Los Altos Village Association (LAVA), and other such organizations, are struggling alongside those we are here to support. Unfortunately, LAVA is not eligible for many of the virus-related loans and grants offered to other small businesses and non-profits. Even so, with no public funding, and a dedicated staff of two, LAVA continues to look for ways to support and promote businesses throughout Los Altos.

We are a driving force behind the What’s Open Los Altos web page (whatsopenlosaltos.org) offering the community a place to find how they can continue to support our businesses. Our daily social media posts promoting Los Altos merchants continue to grow in popularity. And we continue to offer guidance and instructions allowing our members and non-members ways they can remain viable and plan for a future beyond the current crisis.

LAVA is a vital part of the vibrancy of our Downtown, and has been since 1963. In my time here we have replaced all of the Downtown tree lights with year-round, environmentally-friendly LED lighting, and purchased colorful, seasonal street banners, enriching the streetscape for all those who visit. We have also enhanced community-oriented events such as the annual Downtown Easter Egg Hunt, the Halloween Spook-tacular and the Holiday Tree Lighting – which has grown into as much of an anticipated holiday tradition as the Festival of Lights Parade.

These LAVA-produced promotions are all funded by the income-generating events we bring to Downtown each year – all of which have been, or are in danger of, being cancelled. This situation leaves LAVA with no consistent source of revenue. Like our other Downtown businesses, our future is cloudy without outside support. Please vote on a plan to help us all survive.

Do not hesitate to contact me directly if you have any questions about LAVA and all our wonderful downtown shops, restaurants and services.
Sincerely

Scott Hunter
Executive Director
Los Altos Village Association

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Executive Director
Los Altos Village Association
88 Main Street, Los Altos, CA 94022
Tel: (650) 949-5282 • Mobile: (408) 829-9436
scott@downtownlosaltos.org
www.downtownlosaltos.org
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