



City of Mission Viejo

Agenda Report to City Council

Council Meeting Date: February 9, 2021

City Council Member: Ed Sachs

Agenda Title: City Support for Local Businesses: Grant Program, Coupons, and Other Options

Recommended Action: (1) Direct staff to develop and maintain a citywide business inventory; (2) appropriate funding in the amount of \$350,000 for local business support; and (3) direct staff to continue researching coupon promotional efforts.

Discussion

At the January 12, 2021, City Council meeting, I introduced the idea of a “coupon” promotional effort to help local businesses as they struggle through the Covid crisis. Staff prepared a draft outline for consideration at the last meeting which was labor intensive and cumbersome. The Council directed staff to research further and return with a final product at the next Council meeting.

Staff has done further research. The fact that City does not have a business license or registration program and consequently lacks a comprehensive business inventory significantly hinders attempts to communicate with the business community. This presents a challenge to implementing the coupon promotional effort previously discussed. I would like, therefore, for the Council to direct staff to start canvassing the City and work towards establishing a business inventory. In the meantime, I would like the Council to continue our efforts to help support local businesses. The recent City Business Grant was successful, although many businesses did not get funded because the allocated money ran out. I would like to allocate additional funds in the amount of \$350,000 to help support the remaining eligible businesses. And finally, I would like staff to continue researching coupon promotional efforts.

Amount Requested Not to exceed \$350,000
Sufficient Budgeted Funds Available?: NO
Prog/Fund # 414101

Attachments:

1. Excerpt Minutes of the January 12, 2021 City Council meeting.
2. Excerpt Minutes of the January 26, 2021 City council meeting.