

SUMMARY OF SMALL BUSINESS ACTION PLAN ACTIONS

Number	Recommendation	Status	Action(s)
1.	Expand the customer base for small businesses using tools/resources that showcase and keep them “top of mind” with existing and new customers. Develop a “Shop Local” program with a web-based directory of City businesses.	Complete/ Ongoing	In partnership with the Mountain View Chamber of Commerce, launched the I Love Mountain View Market Place , a shop-local program. The web-based platform allows Mountain View businesses to establish a business profile along with the offer of gift cards for sale to their respective establishments. The platform is free to all businesses to use and promote their businesses.
2.	Create an interdepartmental Small Business Action Team in City Hall. Dedicate staff to regularly work with small businesses on challenges, issues, and opportunities.	Complete/ Ongoing	Created an interdepartmental team (Economic Development, Public Works, Planning, Finance, City Attorney’s Office) to work through regulatory issues, including Castro StrEATs, Open Mountain View, road closures logistics, and business coordination. The team meets on a weekly basis to discuss and work through identified issues and opportunities.

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3.	<p>Businesses need to receive current information about tools, resources, and programs available. Email is the preferred communication channel for businesses based on the business survey. Develop a monthly small business electronic newsletter than can be emailed to the City's small businesses.</p>	Complete/ Ongoing	<p>Developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies and includes topics such as financial resources, events, and webinars, small business programs, and local, State, and Federal policies. Current and archived newsletters can be accessed via the City's website.</p>
4.	<p>Access to capital is the No. 1 priority resource for small businesses. Modify the City's Small Business Resiliency Program to increase loan amounts and allow use of funds to help businesses build stronger, long-term resiliency.</p>	Complete/ Ongoing	<p>The City of Mountain View Small Business Grant Program provided 76 \$5,000 grants to small businesses that have been impacted by the COVID-19 pandemic (Round 1 and Round 1.5). In addition, the City launched a Small Business Loan Program that issued 83 small business loans totaling \$677,000.</p> <p>Through the Small Business Newsletter, information on State and Federal loan and grant programs was made readily available. Information and links are regularly featured in the Small Business Newsletter (see Item No. 3).</p>

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			<p>Round 2 of Mountain View Small Business grants launched September 27, 2021. Twenty-six (26) businesses from Round 1 that were not originally funded are being funded (Round 1.5) along with 21 new small business grants to eligible businesses. Information is available on the City's website.</p>
5.	<p>Provide information about available public-sector and private-sector grants to assist small businesses. Use the City's Economic Development webpage and proposed monthly electronic newsletter to provide information about available public-sector and private-sector grants to assist small businesses.</p>	Complete/ Ongoing	<p>Developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies and includes topics such as financial resources, events, and webinars, small business programs, and local, State, and Federal policies. Current and archived newsletters can be accessed via the City's website.</p> <p>The City also maintains a dedicated webpage under the COVID-19 section that highlights different resources and information available to small businesses.</p>

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6.	<p>Provide businesses support and assistance when using social media for advertising and promotion. Promote digital tools that can expand and improve electronic commerce for small businesses. During the pandemic, a newsletter should be emailed monthly to local businesses. After the pandemic, the newsletter can be sent every quarter.</p>	Complete/ Ongoing	<p>The City maintains a dedicated webpage under the COVID-19 section that highlights different resources, digital tools, and information available to small businesses.</p> <p>The Chamber of Commerce also launched a specific COVID-19 resource page that included various resources available for small businesses.</p> <p>The City developed and launched a multilingual biweekly electronic newsletter for businesses. The content for the business newsletter varies and includes topics such as financial resources, events, and webinars, small business programs, and local, State, and Federal policies. Current and archived newsletters can be accessed via the City's website.</p>
7.	<p>Businesses need current information and assistance maintaining and promoting a safe environment for customers and employees. Provide clear, consistent, and updated information about County and State health orders regarding business operations, including County- and State-approved checklist templates and other signage.</p>	Complete/ Ongoing	<p>The City also maintains a dedicated webpage under the COVID-19 section that highlights different resources and information available to small businesses.</p> <p>As information on local and State orders changed, businesses were alerted through a couple communication channels. The first communication channel</p>

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			<p>was the Small Business Newsletter (Item No. 3). The second channel was through postings and distributions by the Chamber of Commerce. Most recently, the Economic Development team has also been providing information via social media such as LinkedIn and Twitter.</p> <p>The Chamber of Commerce also launched a specific COVID-19 resource page that included various resources available for small businesses.</p>
8.	Promote Mountain View as a “safe city” for businesses and customers. Expand the “Shop Local” campaign to “Shop Local, Shop Safe.”	Complete/ Ongoing	<p>The City routinely posted updates related to County and State health orders on the COVID-19 webpage. In addition, more specific business information was communicated through the Small Business Newsletter regarding health order requirements (Item No. 1). The City launched a Maskup MV campaign to further support safe environments for all through weekly COVID 19 briefings.</p> <p>The Mountain View Chamber of Commerce hosted Back to Business seminars on several topics related to safely operations.</p>

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9.	Businesses need access to PPE and supplies. Explore options with private-sector businesses for bulk purchasing and other supplies needed by small businesses.	Not started	The City of Mountain View will work to identify local suppliers, if available, of PPE and post the information on the COVID-19 resource page. Information will also be shared through various communication channels to the business community (business newsletter, partners communications, social media, etc.).
10.	Support employees with assurances of a safe work environment and resources for finding employment opportunities. Employers have difficulty hiring because workers want assurances of a safe work environment.	Ongoing	The safe return to work for all is important. As State and Federal guidance continues to change and evolve, the City is sharing information via its business newsletter. Additionally, the City and Chamber hosted a Back to Business workshop on workplace safety. The City will continue to work with its Workforce Board partner NOVA to support workers returning a safe working environment.