January 29, 2021

Citywide News

Update: Stay at Home Order

On Monday, January 25th, California Governor Gavin Newsom announced the lifting of the Regional Stay at Home Order, allowing counties to return to the color-coded tier system that allows for reopening based on case numbers per 100,000 population and the positivity rate among people who have taken COVID-19 tests. Los Angeles County, including the City of Long Beach, will return to the purple tier under the State of California Blueprint for a Safer Economy.

Long Beach will be aligning with the State’s purple tier, subject to certain restrictions to help limit further transmission of COVID-19. As hospitalizations keep decreasing in the Long Beach-area and the intensive care units (ICU) capacity increases, it allows for the limited reopening of certain sectors. Hospitalizations have decreased from 578 to 433 in the past two weeks; the intensive care unit capacity has increases from 5% to 11% of ICU beds available.

As of Tuesday, January 26th, some of the sectors that will be permitted under the purple tier in Long Beach include:

- Outdoor in-person dining. This will include several restriction such as spacing tables eight feet apart to maintain a constant six-foot separation between tables; requiring masking at all times except when physically eating or drinking; and strongly encouraging dining for households only to reduce the spread of COVID-19.
- Indoor personal care services including tanning salons, esthetician, skin care and cosmetology services; electrology; body art professionals, tattoo parlors, microblading and permanent make-up; piercing shops; and massage therapy and setting capacity limits based on the ability to maintain six feet of distance between customers.
- Hotels, motels, lodging, shared rental units and other similar facilities for all types of travel, including tourism and individual travel.
- Limited services as defined by the State.
- Outdoor operations of museums, zoos and aquariums.
• Limited gatherings, per State Guidance, of no more than three households, with gatherings allowed outdoors only.
• Places of worship and gyms may operate outdoors.
• Indoor retail may continue with capacity limitations.

Mayor Robert Garcia stated that these are great signs, but declared the need to remain cautious and remember the seriousness of this pandemic. He invites the residents of Long Beach to continue to stay vigilant, wear a mask when being outdoors, and socially distance when it is possible to do so. The lifting of the Stay At Home Order brings peace of mind to businesses in the City who have been tremendously affected by the closures of their business. This will allow business owners to recover the monetary loss and start running back again to offer services to the public, following the health recommendation of the State.

For more information, please click HERE.

**Property Services News**

*L.A. County Board of Supervisors COVID-19 Rent Relief Program*

On January 5, 2021, the Los Angeles County Board of Supervisors approved changes to the L.A. County COVID-19 Rent Relief Program, extending relief through December 31, 2021 and a set aside of $110M of Coronavirus Funds to assist renters and residential property owners. Modifications to this program will be made by the Los Angeles County Development Authority (LACDA), who administers the program. At this time, the program is only open to renters and residential property owners. Commercial properties are not eligible to receive assistance through LA County COVID-19 Rent Relief.

The new applications for the 2021 rent relief program are not yet available as of this publishing date. LACDA is currently developing the 2021 Rent Relief Program. You can sign up to receive text or email notifications from 211LA by clicking here to find out when the application will be available. You can also visit the LA County Help Center for more resources available to renters at lacountyhelpcenter.org. Additionally, the extension of the program that was approved on January 5, 2021 applies only to eligible applicants from the August 2020 application period.

For more information, please click HERE.
L.A. County to Launch Loan Program to Help Stabilize Small Businesses

Businesses Can Access Flexible and Affordable Capital, Free Technical Assistance with New Countywide Loan Program

The Los Angeles County Development Authority (LACDA) will launch the Small Business Stabilization Loan Program on January 28, 2021. The loan program is made possible through a $10 million business recovery assistance fund issued by the U.S. Economic Development Administration. The funds were made available through the Coronavirus Aid, Relief, and Economic Security Act Recovery Assistance, and are intended to prevent job loss and business closure. The Program will provide flexible and affordable capital to small businesses Countywide.

The Small Business Stabilization Loan Program will provide eligible businesses with a competitive interest rate for loans ranging from $50,000 to $3 million. Businesses interested in applying for the Program must have been in operation for at least two years and are seeking working capital, equipment purchases, real estate acquisition, or refinancing of existing loans at higher interest rates. Businesses must have a physical location within Los Angeles County.

For more information on the Small Business Stabilization Loan Program, please contact Edgar Mejia at (626) 586-1550. Or please click HERE.

Industry Links

What LA Businesses Should Know About 2021 PPP and Tax Filings

Long Beach Will Use Lottery to Select Short-Term Rental Operators Who Don’t Live on Site

Mayor: Long Beach ahead of other California cities in vaccine rollout

For more information, please contact Sergio Ramirez, Deputy Director, Economic Development Department, at sergio.ramirez@longbeach.gov.