Combating COVID-19 Impacts to Local Economy
Chamber, Business Leaders Call for Community Leadership, Service, and Action!

The Monterey Peninsula Chamber of Commerce announces that it has formed the "COVID-19 Business Action and Economic Recovery Team" in coordination with the City of Monterey to tackle two to critical issues stemming from the COVID-19 pandemic: addressing short-term impacts from the loss of business to local employees and their employers, and prepare for economic recovery once the COVID-19 threat has diminished.

The Chamber is sharing its ideas and insight with other business groups, community organizations, and local governments on the Monterey Peninsula and in Monterey County during this crisis.

"We seek to serve as regional leaders. The entire community must work together to overcome these two stages of the crisis," stated Frank Geisler, President/CEO of the Monterey Peninsula Chamber of Commerce. "Residents can help maintain a revenue stream for local businesses so they can pay their employees and creditors. We have been compiling ideas to encourage local residents to support our local businesses - especially businesses related to hospitality and tourism. These businesses have obviously seen most of their customers disappear."

Recognizing that the COVID-19 situation is changing rapidly, the Chamber offers these ideas for how residents and the community can support businesses during this time:

- Encourage residents to order food for take-out or for delivery.
- Buy items online from local businesses.
- Consider that perhaps this is an appropriate time to spend just a little bit more for a good or service from a local business. Be thoughtful in your spending and try to keep it local.
- If you can afford it, continue to pay your service contractors (e.g., housekeepers, landscapers, educational tutors, cosmetologists, etc.) in advance using mobile payment services such as Venmo, even if they temporarily cannot provide the service.
- Arrange for contractors to continue to provide you with goods or services via alternative means. Have people come to your home if their place of business is closed. Be creative in maintaining your existing commerce.
- Buy gift certificates or gift cards so businesses can maintain a flow of revenue. (Note: we recognize this idea is essentially a loan program with an uncertain repayment schedule.)
- If you receive a service, and you can afford it, be extra generous with your tips! Ask the people who serve you how they are doing, and show them you care.
- Do not create, circulate, or perpetuate false or unsubstantiated information about the coronavirus situation in your community. This harms businesses and their employees. Rely on

trusted sources such as the City of Monterey (www.monterey.org/coronavirus) and the CDC (www.cdc.gov).

"On the Monterey Peninsula there are many wealthy residents, but there are also many residents barely getting by," stated Aaron Waters, Chair of the Board for the Monterey Peninsula Chamber of Commerce. "If you are secure in your financial position right now, be conscious and aware of opportunities to be extra generous with those who are now worried about losing income and benefits, child care, and even their homes."

The Monterey Peninsula Chamber of Commerce is seeking in-kind support to assist with this regional effort. For more information, please contact Frank Geisler at 831-648-5350 or frank@montereychamber.com.

The City of Monterey continues its efforts to deliver critical services to Monterey community during this worldwide pandemic. The City appreciates its partnership with the Monterey Peninsula Chamber of Commerce and their efforts to foster economic development. For more information or to offer feedback on the City's efforts in response to COVID-19 please e-mail: suggest@monterey.org or visit the City of Monterey on Twitter at @cityofmonterey.

Also, follow the Chamber of Commerce's bulletins on social media on Twitter @montereychamber or Facebook (www.facebook.com/MontereyPeninsulaChamber).

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