

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 2.7  
(ID # 17356)**

**MEETING DATE:**  
Tuesday, October 05, 2021

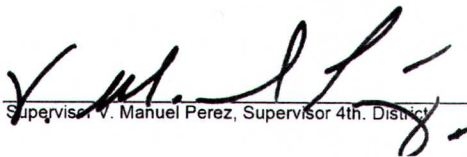
**FROM :** SUPERVISOR KAREN SPIEGEL AND SUPERVISOR V. MANUEL PEREZ :

**SUBJECT:** SUPERVISOR KAREN SPIEGEL AND SUPERVISOR V. MANUEL PEREZ:  
Riverside County Economic Recovery Task Force. (\$0)

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Receive and file the attached Economic Recovery Task Force Final Report to the Board of Supervisors.

**ACTION:Consent**

  
Supervisor V. Manuel Perez, Supervisor 4th. District

9/30/2021

  
Supervisor Karen Spiegel, Chair

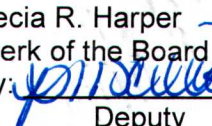
9/30/2021

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Perez, seconded by Supervisor Washington and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt  
Nays: None  
Absent: None  
Date: October 5, 2021  
xc: BOS District 2, BOS District 4

Kecia R. Harper  
Clerk of the Board  
By:   
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
STATE OF CALIFORNIA**

**BACKGROUND:**

Summary

The global pandemic created challenges to the health and safety of our residents and disrupted business activity in unprecedented ways. The impact of COVID-19 has been crippling to many businesses in a short period of time many of which have had to shut down operations for months at a time and, in some cases, permanently. To respond quickly and provide support and resources to help the county's business community navigate health and safety requirements during this time, the Board of Supervisors created the Economic Recovery Task Force Committee (ERTF) on April 1, 2020. The ERTF is comprised of representatives from chambers of commerce, the business sectors of tourism and hospitality, banking, agriculture, and non-profits, and representatives from economic development corporations, workforce development, labor, and tribal governments. The ERTF completed its mission as originally established by the Board of Supervisors and is now sunsetting.

The ERTF has provided the opportunity for County staff and regional stakeholders to work together to draw upon unique areas of expertise to identify and deploy resources to assist with achieving public health objectives and supporting the county's business community and workforce. In conjunction with the Board of Supervisors, the County Executive Office, the Office of Economic Development, the Transportation and Land Management Agency, and the Department of Public Health, the ERTF has created a final report which details the activities completed during its existence.

**ATTACHMENT:**

Economic Recovery Task Force Final Report



## **ECONOMIC RECOVERY TASK FORCE FINAL REPORT TO THE BOARD OF SUPERVISORS**

### **MESSAGE FROM THE CHAIR, LOU MONVILLE**

*Serving as the Chair of the Economic Recovery Task Force over the past 18 months has been a gratifying experience during one of the most unprecedented events of our time. COVID-19 has been crippling to many businesses, many had to shut down operations for months at a time and, in some cases, permanently. The ERTF members represented local chambers of commerce, the tourism and hospitality sector, banking, agriculture, non-profits, economic development corporations, workforce development, labor, and tribal governments. This partnership helped develop and execute outreach, communication, and the distribution of critical information and supplies during a critical time. In conjunction with the Board of Supervisors, the County Executive Office, the Office of Economic Development, the Transportation and Land Management Agency, and the Department of Public Health, the ERTF also successfully created and implemented programs to support businesses and residents. I would like to thank the ERTF members who volunteered their time to be a part of this important and meaningful effort.*

### **CREATION OF THE ECONOMIC RECOVERY TASK FORCE**

On April 21, 2020, the Board of Supervisors led by then Chair of the Board V. Manuel Perez and Vice Chair Karen Spiegel, approved the creation of the County of Riverside Economic Recovery Task Force Committee to provide the opportunity for staff and stakeholders to work together to draw on resources and expertise in aggregating information from the health, social and economic sectors. The initial intent of the ERTF was to review short-term measures, exploring temporary actions that supported businesses reopening to put the county's workforce back to work. In conjunction with the County Executive Office and the Public Health Officer, the task force was to provide recommendations for safe re-opening of allowed activity through best practices for all business industries.

The ERTF closely monitored the pandemic development and reassessed challenges and opportunities to shift from an initial phase of triage to long-term economic impacts. The County team and ERTF mobilized quickly with the first meeting of the ERTF occurring on April 28, 2020. The ERTF held a total of 61 meetings during its eighteen-month existence and helped create and implement the programs listed in this report.

### **INDUSTRY SECTOR SAFE OPERATING AND REOPENING GUIDANCE**

During the early stages of the pandemic many industry sectors were unable to open and operate entirely and even in industry sectors such as manufacturing that were initially identified as essential, many businesses needed guidance to operate safely in accordance with the public health information available at the time. As restrictions began loosening, the ERTF, through the creation of various industry subgroups, developed safe reopening and operating guidance to share with businesses in industry sectors. This guidance included information about proper facility sanitizing, physical distancing, masking, and ways in which to manage employees who tested positive for COVID-19

The ERTF guidance was developed to supplement the State guidance for certain industry sectors. The guidelines in this document are best practice recommendations reviewed by industry peers and the



## **ECONOMIC RECOVERY TASK FORCE FINAL REPORT TO THE BOARD OF SUPERVISORS**

Riverside County Department of Public Health and the County Executive Office. These guidelines were intended to be practical in nature, and complimentary to over-arching guidelines with the interest of the health of the workplace, employees, and customers.

### **SMALL BUSINESS ASSISTANCE GRANT PROGRAM - \$50 MILLION DISTRIBUTED**

On June 2, 2020 the Board of Supervisors approved \$45 million in Coronavirus Aid, Relief, and Economic Security Act (CARES) grant funding to aid small businesses enduring hardships due to the coronavirus pandemic. The COVID-19 Business Assistance Grant Program was available to small businesses in cities and unincorporated areas within Riverside County. On October 6, 2020 the Board of Supervisors authorized the use of an additional \$5 million in CARES Act funding for the grant program for a total of \$50 million.

The program provided five thousand (5,000) individual businesses affected by closures and interruptions in response to COVID-19 with a \$10,000 grant. Many of the smaller businesses and sole proprietorships in the county were unable to obtain loan funding through the SBA Paycheck Protection Program. The COVID-19 Business Assistance Grant Program was designed to provide direct assistance in an efficient and accessible manner. In partnership with the non-profit organization, Main Street Launch, the program consisted of an online application form with loadable documentation, review and verification, and the convenience of direct deposit to grantees. This program afforded struggling businesses the ability to maintain service levels, retain employees, and address new health and safety practices required to continue operations.

The COVID-19 Business Assistance Grant Program gained public exposure through media outlets, multiple social media platforms, webinars, and partnerships with cities, chambers, and members of the Economic Recovery Task Force. Flyers were distributed door-to-door to business communities throughout the county along with direct contact through email and phone calls. COVID-19 Business Assistance Grant recipients throughout the county, collectively through the program's entirety.

### **RIVERSIDE COUNTY NON-PROFIT ASSISTANCE FUND**

The Riverside County Board of Supervisors allocated \$5 million in CARES Act funding to establish the Non-Profit Assistance Fund to help non-profits survive the impacts of COVID-19 on their business operations by providing flexible operating funds. The Inland Empire Community Foundation (IECF) was awarded the contract to administer and distribute the funds, in partnership with the Riverside County Housing, Homeless Prevention and Workforce Solutions department and the Inland Empire Funder's Alliance.

The IECF awarded nearly \$4.9 million to 535 nonprofits that serve Riverside County residents. Additionally, \$250,000 was awarded specifically for capacity building and technical support programs that helped struggling nonprofits continue their services and build resiliency skills during the pandemic.



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### **BUSINESS AMBASSADOR PROGRAM**

On October 6, 2020 the Board allocated \$425,000 in Riverside County Business Assistance CARES Act allocation for the Business Ambassador Program (BAP). The Office of Economic Development administered this program which was created in July 2020 to support businesses with COVID-19 readiness and reopening. Through the program, Business Ambassadors which are comprised of the Office of Economic Development, Transportation and Land Management Agency (TLMA), and Public Health (if needed) staff will, at no-cost, conduct an individualized in-person, virtual, or telephone consultation to help identify ways businesses can operate safely and stay in compliance with reopening guidelines. During the visit, businesses are provided a toolkit which includes State Industry Guidance and Checklists, protocols for when employees test positive for COVID-19, face masks, mask compliance posters and other resource information. The program has purchased and distributed 200 contactless hand sanitizer stations and floor decals to encourage social distancing required for safe operations of small businesses. Businesses are encouraged to take the "Greater Together, Safer Together" pledge to demonstrate to their customers and employees their commitment to safe and healthy operating practices. 281 businesses have submitted requests for assistance with 254 receiving virtual or in-person consultations.

### **DISTRIBUTION OF PERSONAL PROTECTIVE EQUIPMENT**

During the pandemic, the business community experienced significant challenges acquiring personal protective equipment to continue or reopen operations while protecting employees and customers. The County was able to leverage its purchasing power to acquire masks, hand sanitizer, and latex gloves that were distributed by ERTF members to the business community throughout Riverside County. Providing these resources also saved businesses significant sums of money as personal protective equipment was priced at a premium due to overwhelming demand. Over 2 Million masks distributed to Riverside County businesses along with 630,000 latex gloves distributed to childcare providers.

### **TOURISM RECOVERY CAMPAIGN**

On October 6, 2020, the Board created the Tourism Recovery Campaign and allocated \$1.5 million of the Riverside County Business Assistance CARES Act allocation to support and help rebuild the county's tourism industry because of the negative impacts from the COVID-19 pandemic. This program has provided funding for several key organizations whose primary function is to grow tourism and convention/conference activity in the county and support the hospitality industry. These industry groups have utilized the funding to support the short and long-term recovery of the tourism industry in all parts of the county.

### **SAFER TOGETHER, GREATER TOGETHER PLEDGE PROGRAM**

The ERTF, through the assistance of the Greater Palm Springs Convention and Visitors Bureau created a countywide Safer Together, Greater Together Pledge to help ensure visitors will feel safe throughout their stay. The pledge was a cohesive message to help residents and visitors feel secure that hotels, restaurants, attractions, and retail shops were upholding the latest standards established by the State of California, the County, and their respective industries to ensure the safety of all.



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Businesses that committed to the pledge were recognized with badges on their websites, in their windows and with social media posts. The pledge badge was added on local chamber websites to show what businesses had adapted their place of business with careful consideration of their employees, their customers, and principles that focus on the well-being of all. Over 500 businesses countywide acted, taking the pledge, and exemplifying the commitment and spirit of The Pledge.

The Safer Together, Greater Together Pledge provided a unified approach among businesses to ensure the safety and well-being of visitors, workforce, and all neighbors, families, and friends. The Pledge involved a commitment on behalf of participating businesses to institute these core safety practices:

- Perform a detailed risk assessment and implement a site-specific protection plan
- Train employees on how to limit the spread of COVID-19, including how to screen themselves for symptoms and stay home if they have them
- Implement individual control measures and screenings
- Implement disinfecting protocols
- Implement physical distancing guidelines
- Stay informed of the latest best practices and share learned knowledge with your industry partners

### **PUBLIC INFORMATION SUPPORT**

The ERTF activated and enhanced the network of public information within the business community to amplify the County's messaging on topics ranging from COVID-19 testing, stages of business reopening and business assistance available from the County. This public information support was extremely valuable as the ERTF has trusted and daily contacts with the business community and were strong partners in sharing information to and from the County. Members of the ERTF participated in media interviews, news conferences and virtual roundtables acting as ambassadors of the business community, while also supporting the local response to the pandemic.

In addition to disseminating critical information to the business community, the ERTF provided valuable insight and feedback on county messaging to ensure thoughtful consideration and development was given to topics at the forefront of the business community. Members of the ERTF provided expert recommendations on collateral material to address common topics, as well as supported video production, slogan development and community engagement opportunities, like the Community Action Plan in the summer of 2020. ERTF also recommended specific businesses in the community for the county to highlight in livestream updates as businesses that were adapting to COVID-19 safety protocols to help protect employees and patrons alike.

The Department of Public Health recognized early in the pandemic that businesses needed support to care for employees and customers. To respond to this need, business tool kits were created that included information on how to safely operate or re-open in the COVID environment. Information was provided around the use of personal protective equipment, environmental sanitation, good hygiene



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practices, and signs/symptoms of COVID-19. Protocols for isolation of COVID-19 positive employees were provided, as were protocols for quarantine of exposed staff and customers. Much of this information was distributed as part of the Business Ambassador Program, but the Department of Public Health also set up a call center with staff assigned to supporting the business community. This call center was available to answer questions, provide guidance on the need for isolation and/or quarantine, and assist with referrals to other types of supports (e.g., logistical support, ordering support).

### **STRATEGIC ECONOMIC RECOVERY FRAMEWORK**

At the beginning of 2021 with vaccine deployment on the horizon and public health metrics indicating progress in containing or minimizing the impact of COVID-19, it appeared that Riverside County would be entering a more rapid and sustained period of business sector reopening. The ERTF began working on the Strategic Economic Recovery Framework which contains short-term actions to assist business sectors finding it difficult to rebound from the pandemic and state closures, as well as mid to long range areas of focus for future growth and economic resiliency. These parallel paths complement existing efforts, leverage new and solid partnerships, while emphasizing coordination for immediate and lasting results. The framework identified key areas for development of a long-term vision for elevating the county's economic profile by investing in changing the county's industry landscape.

With solid partnerships at the core for a regional economic recovery, the ERTF crafted the framework to be coordinated for an economic recovery and for the growth of the region. This includes the principles of equal access to opportunities and addressing barriers for economic equity and inclusion. Collaborative and inclusive implementation strategies will yield a stronger and more equitable economy.



## ECONOMIC RECOVERY TASK FORCE FINAL REPORT TO THE BOARD OF SUPERVISORS

### ECONOMIC RECOVERY TASK FORCE MEMBERS

Organization	Representative
Coachella Valley Association of Governments	Tom Kirk
Coachella Valley Economic Partnership	Joe Wallace
Corona Chamber of Commerce	Bobby Spiegel
Coachella Valley Public Cemetery District	Josh Bonner
Visit Greater Palm Springs	Scott White
Inland Empire Community Foundation	Michelle Decker
Inland Empire Economic Partnership	Paul Granillo
Inland Empire Labor Council AFL-CIO – UDW 3930	Ricardo Cisneros
Lake Elsinore Chamber of Commerce	Kim Cousins
Moreno Valley Chamber of Commerce	Oscar Valdepena
Morongo Band of Mission Indians	Titu Asghar
Murrieta/Wildomar Chamber of Commerce	Patrick Ellis
Greater Riverside Chambers of Commerce	Cindy Roth
Riverside Convention and Visitor's Bureau/BIA	Lou Monville
Riverside County Farm Bureau	Rachel Johnson
Greater Coachella Valley Chamber of Commerce	Emily Falappino
Temecula Valley Chamber of Commerce	Brooke Nunn
Visit Temecula Valley	Kimberly Adams
Western Riverside Council of Governments	Chris Gray
Temecula Valley Wine Growers Association	Phil Baily
Riverside County Workforce Development Board	Jamil Dada
Riverside County Executive Office	Juan Perez
Riverside County Office of Economic Development	Suzanne Holland
Riverside County Office of Economic Development	Robert Moran
Riverside County Transportation & Land Management Agency	Michael Maldonado
Riverside County Executive Office	Brooke Federico
Riverside County Department of Public Health	Kim Saruwatari





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### QUOTES FROM TASK FORCE MEMBERS ABOUT THE VALUE OF THEIR PARTICIPATION

**From Patrick Ellis, President & CEO, Murrieta/Wildomar Chamber of Commerce; Chairman of the Riverside County Workforce Development Board**

*"As a representative on the Task Force representing both the Murrieta/Wildomar Chamber of Commerce and the Riverside County Workforce Development Board, the action and communication between the County and numerous organizations to help businesses and individuals manage these turbulent times was outstanding. To see silos broken down and working relationships grow was very encouraging and looking forward to keeping this momentum going for all of Riverside County."*

**From Kimberly Adams, President & CEO, Visit Temecula Valley**

*On behalf of the Temecula Valley Travel & Tourism Industry it was my privilege to represent and support the Third District on the ERTF taskforce. Our Industry was hit the hardest and we will continue our efforts to work collective as a County to come back even stronger. Our Industry would like to thank the Riverside County Supervisors for their leadership in establishing this working group of extraordinary leaders, and especially the County staff who worked tirelessly to support the Business Community. Our teamwork and collaboration will go beyond our taskforce as we are more United, Stronger together and "one County" the County of Riverside."*

**From Scott White, President & CEO, Visit Greater Palm Springs**

*"On behalf of the entire tourism industry for Greater Palm Springs, we would like to thank Riverside County for forming the Economic Recovery Task Force and supporting our industry. We truly appreciate the opportunity to work collaboratively with the task force and the team at Riverside County. I certainly learned a lot from our work together and appreciate the contributions, insight, and passion everyone shared. Congratulations to the Board of Supervisors for taking the initiative and being a leader during a time of uncertainty. Tourism still has a long road for a full recovery, but the support and assistance from Riverside County has given us the opportunity and the ability to be even stronger in the future."*

**From Joe Wallace, CEO, Coachella Valley Economic Partnership**

*"It was knowledge gained from my participation in the task force that inspired CVEP to seek and receive an additional \$3 million in PPE that was distributed to the businesses of the Coachella Valley. This directly saved our businesses significant time and money to aid in their recovery."*

**From Emily Falappino, President/CEO, Greater Coachella Valley Chamber of Commerce**

*"I want to thank you for forming the Riverside County Economic Recovery Task Force (RCERTF). In the midst of mayhem (which covid was originally) you anchored stakeholders from across the County to bring forward the best ideas, voices, and solutions to aid the business community and the economy. The minds at work on the task force were passionate, purposeful, and dedicated. It was one of the finer collaborative groups I've served with. The County staff were equally dedicated to listening, participating, and responding to the group's voice. We made great impact and deployed resources of the tangible and intangible kind"*



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*because of our work together. As an individual, I know I was a much better servant to my community because of the firsthand knowledge and resources I gleaned from the group. And, as an individual, I feel proud and confident of the contributions I was able to make to my County. The RCERTF was and is a great think tank. More than that, they're passionate residents of a County we all want to see succeed and thrive. Thank you for the opportunity & the investment of resources."*

**From Paul Granillo, President and CEO, Inland Empire Economic Partnership**

*"The creation of the ERTF was an enlightened decision. ERTF created a bridge between the leadership of Riverside County and regions business community. The back and forth of real time information and questions helped the decision-making process and the dissemination of data."*