

Why the Chamber Opposes Proposition 15



Jocelyn Brennan
President | CEO
South County Chambers of Commerce

The South County Chambers opposes Prop 15 for several reasons that are outlined here:

- Hurts small businesses. Most small businesses rent the property on which they operate and have a “triple net lease” under which they are responsible for paying property taxes, insurance, and maintenance costs. Small businesses—such as restaurants, gyms, barbershops, daycare centers,

grocery stores, nail salons—will pay higher rents if Proposition 15 passes.

- Harms female- and minority-owned businesses. Numerous studies show that increasing property taxes on small businesses will have a disproportionately negative impact on businesses owned by women and minorities.

- Lacks accountability and transparency. Flimsy reporting requirements in Proposition 15 will enable government agencies to hide where they are spending the new tax dollars. There is no independent oversight.

- Leads to higher grocery bills. By removing Proposition 13 protections for California farmers and ranchers, Proposition 15 will trigger higher property taxes for agriculture-

related improvements. Among those affected will be dairies, processing plants, fruit and nut growers, wineries and vineyards. Most food items will face higher property taxes several times in the journey from farm to processing, packaging, distribution and the grocery store.

- Makes the housing crisis worse. The increased property tax on industrial and commercial developments will ultimately discourage new home construction, leading to higher rents and home prices.

- Increases energy costs. Voter-approved property tax protections for solar energy systems will give way to higher property taxes for all active solar energy systems, including solar energy facilities selling renewable energy to California utilities, starting in 2022.

October SCCC Business of the Month: Smith Alarms

Smith's Alarms and Electronics serves homeowners, businesses, and many construction firms throughout the Central Coast.

They provide a one-stop security shop. Their main services are home security, video surveillance, fire alarms, and home theater. They specialize in design and installation of alarm systems, fire systems, CCTV, door access, intercom systems, and central vacuum systems.

Smith's Alarms and Electronics assists customers through the entire security



process, from free security evaluations to complete installation and service on every system they install.

Their customized home theater system installations by highly experienced staff will ensure your system is installed exactly how you prefer. Home theater & wiring services In-

clude: home theater and surround sound installation, multi-room audio system, TV wall mounting, conference room installation, Smart Board installation, network wiring, structural cabling, intercom installation, and wiring.

Their attention to customer satisfaction combined with competitive installation pricing and low monthly monitoring prices make them one of the best overall values in security.

For more information, please visit their website at smithane.com.

UPCOMING CHAMBER EVENTS (CONNECT VIA ZOOM):

Thursday, October 1:
Nipomo
Business Meeting
8:30 to 9:30 am

Thursday, October 1:
Arroyo Grande
Candidate Meet and
Greet (Incumbents)
6 to 7 pm

Tuesday, October 6:
Pismo Beach
Business Meeting
11 am to 12 noon

Thursday, October 8:
SCCC Chamber
Ambassador Meeting
8 to 9 am

Thursday, October 15:
Arroyo Grande
Business Meeting
8:30 to 9:30 am

Friday, October 16:
Grover Beach
Business Meeting
12 noon to 1 pm

Tuesday, October 20:
Membership Coffee
9 to 10 am

Friday, October 23:
Governmental Affairs
Committee Meeting
8 to 9:15 am

All online Chamber meetings can be accessed by logging in with your computer or device—or calling in by phone. Please RSVP on our website to receive the Zoom login or call-in details.

Update from Supervisor Lynn Compton, District 4: Oceano, Nipomo, and Arroyo Grande

COVID-19 Update as of 9/30/2020 from the desk of Supervisor Lynn Compton:

Current status for SLO County:

Today's Cases: 17
Active Cases: 193
Recovered Cases: 3,405
Total Deaths: 31

SLO Co. overall:

3,629 Conf. cases
3,404 Recovered
187 Home
3,337 Tot.

As most of you are aware, on September 22nd, our County Health Officer Dr. Penny Borenstein announced that our County can reopen some indoor operations with modifications and capacity limitations, as we had then entered the State's tiered, color-coded "Blueprint for A Safer Economy," ie. the state's (Governor Newsom's) plan. At that time our County met the red-tier case rate and positivity rate for two consecutive weeks, thus our county was "downgraded" (a good thing) from a classification of "widespread" infection to one of "substantial" infection, thus we were able to move into the less restrictive "purple tier," and out of the most restrictive "red tier." Thus, additional business sectors were allowed to open for certain activities to resume, although local businesses still needed to follow all the State Guidelines for their own individual industries. We continue to reiterate that outdoor operations remain the safest environment to slow the spread of COVID-19.

Knowing where we are, in relation to this tiered system, when we look at our current case counts we are about at the edge of the purple/red tier boarder. We've been able to successfully sustain red status but we want to make sure we continue to move in the right direction. Additionally, being in this tier allows schools to open up once you've entered the second week in the "red" status as we have. So, that means that unless we revert by next Tuesday, the only thing that changes as we stay in the red is that schools would be allowed to open if they so choose. We cannot mandate they open, and the final decisions

are up to the independently elected local school boards, however, they "could" theoretically open should they so choose. With school openings comes additional metrics for the schools, such as testing of employees, mask requirements, etc. These are additional state guidelines that we are working with the individual school systems to understand and assist with them updating their plans.

So, you might be asking....how would a county be kicked "backwards" in progress....or revert to a more restrictive tier? To have that happen, a county would have to have worse metrics for two weeks in a row. There is indeed a data lag in reporting numbers to Sacramento, so we would have a general/rough idea if we were to be reverting backward and heading in that direction, so would likely alert those businesses that would be affected.

So, again, in a nutshell, under the Governor's Blueprint plan status, we have now entered our second week in the red tier. If we continue this into Tuesday, schools would be allowed to open if they wish. However, in ongoing discussions with all of the schools, we are not aware that any public ones intend to pursue an immediate opening. There are a number of the smaller districts discussing reopening plans for K-12 grades based on the "red tier" allowance.

If we stay in the red tier for the next two weeks, we might be able to move to the next tier (orange) which is even less restrictive...but in all honesty we feel that it is unlikely we will be able to achieve that move, given the case count metric (but our positivity rate looks good).

Our County does get quite a bit of credit (at the state level) for maintaining high COVID testing volume and there are a number of reasons why this is positive. First, it allows us to know we are catching most of the positives cases out there, by having these high testing rates, even among those who are asymptomatic, and once we get a positive individual, we can get these individuals to limit their contacts until they are recovered. Secondly, the State gives us a discounted rate per 100k citizens due to the high volume of testing. They do not

want to discourage testing done by the County.

Currently there are three community sites available for COVID testing. We are moving two locations next week: Morro Bay and Paso Robles. We are ending testing this week in Atascadero (3rd site for 2 weeks), then alternating locations Monday, Thursday, Saturday at Paso Robles (and we added weekend operation on Saturday). On Tuesday, Wednesday, and Friday testing will be in Morro Bay. All of this information is available on the readyslo.org website, and appointments for testing are widely available, with a results turn-around-time of about 2 days.

Recently we issued new guidance on playgrounds (from the state). Yes, we admit, it seems crazy for little kids to instruct them to wear masks, and social distance...but it is an infectious virus, so the guidance is to try to make playgrounds safe, and to administer the "best practices," but still allow playground use in safest way possible.

Boarding school: Boarding school openings are still not allowable at this time, per the State's guidelines.

Halloween: I am getting a lot of questions about Halloween. The State claims they will issue this guidance "soon" and it will include guidance on other "gatherings." They want to do these two announcements together, and we have been told it will be "coming any day now."

Information on capacity of hospital beds:

Hospital Beds

Total Beds: 369
Beds in Use (COVID): 5

ICU Beds

Total ICU Beds: 53
ICU Beds in Use (COVID): 1

Please contact my office if you need any assistance at District4@co.slo.ca.us, or call us at (805) 781-4337.

Respectfully,
Lynn Compton
San Luis Obispo County
Supervisor District 4

Arroyo Grande News

Hello Chamber Members:

We are all so excited to have moved forward in the state's tiered system. It is so heartening to feel things getting just a little bit more normal all the time. As I write this letter this month, we are awaiting instruction from the State and County regarding Halloween. I am sure it is safe to say that we will not be holding Halloween in the Village as we have done it in the past. This will be so disappointing to so many kids and families! I want to assure you that our staff members are doing everything in their power to provide fun activities during the upcoming holiday season. I should have more information on what's planned/possible in my next report to you.

Like all of us, I am eagerly anticipating further movement through the tiers. The soonest we could move to orange is in two weeks, provided our numbers hold. As of today, our adjusted case per 100,000 rate is right in the middle of the red tier. The important takeaway is that we need to keep our case rate down,

and our testing rate up. (We get a bonus for high levels of testing). Thank you all for everything you are doing to be sure we can move to the next tier as soon as possible.

Finally, as we are in the last month of election season, I sincerely hope that we all work together to reduce divisiveness and increase collaboration. I for one am so exhausted by all the headlines- I'm sure you are too. Wave at your neighbors. Email someone and just say thanks for what they do. Call a friend and say hi. Let someone go first at a four way stop, even if it's your turn. Smile, even if you're having a rough day. The more we do to increase our humanity and communication, the more we will heal our community and our nation. It won't take much. If all of us do a little something, our whole city will feel better.

Thank YOU for all you do to promote the vibrancy and economic well being of Arroyo Grande.

Yours in service,
Caren Ray Russom
Mayor, City of Arroyo Grande

A warm welcome to our new Chamber members:

Solid Rock Recovery of Nipomo
(Chairman's Circle
Founding Level membership)

•

Studio 805 Salon
of Grover Beach
(Chairman's Circle
Gold Level membership)

•

Express Employment
Professionals of Arroyo Grande

•

Studio 150 of Grover Beach

Grover Beach News

LET'S GO OUTSIDE! Never has that sentiment been more needed right now. As the pandemic continues, it becomes more and more necessary to stretch your legs, clear your mind, rejuvenate your spirit by going outside and changing your perspective. The Grover Beach Parks and Recreation Department want to help you do that. If you visit the City website at apm.activecommunities.com/groverbeachparks/Activity_Search you will see that, in October, we are offering a "Roller Skating for Beginners" class (which currently has a waiting list for attendees!);

a "Tai Chi" class and a "Yoga in the Park" class.

Also, playground equipment is open again – the State recently provided guidance on how to open playgrounds for their safe enjoyment. And remember, the City has 6 public parks for you to enjoy – 16th Street Park, Golden West Park, Grover Heights Park, Hero Community Park, Montone Basin Park and Ramona Garden Park.

When you have to go back indoors from being outside, the City has a number of indoor activities to keep people of all ages interested and occupied. Please visit the

City website at grover.org/395/Online-Recreation-Programs and learn about fun indoor activities ranging from children's baking recipes (the watermelon donuts look yummy!) on the "BBC Goodfood" link to free coloring pages to "Fluffy Slime, Super Slime" recipes to language classes to virtual tours of the "Monterey Bay Aquarium" or "Virtual Museum Tours." Please contact Kathy, Tamie or Madison at (805) 473-4580 and they can help you navigate the website and answer your questions.

Jeff Lee
Mayor, City of Grover Beach

Pismo Beach News

Tourism remains strong in Pismo Beach at the same time we continue to emphasize mask wearing and social distancing to keep our community safe. Since Summer is over, we are seeing some slowing in activity, but there is still pent up demand to come to the coast. Our new pier plaza downtown continues to enjoy widespread use, but the heavy traffic means we need to do more to keep it clean which is something we will address at our next Council

meeting. Our Shell Beach Streetscape project is nearing completion. This project is actually six projects in total. We undergrounded utilities, added a new water main to improve fire hydrant capacity, installed a bike/pedestrian path, added streetscape features, repaved the street and adding artwork to that beautiful section of Shell Beach Road.

Our city finances remain strong due to the increased economic activity. We do

have a 1% TOT bed tax proposal on the ballot which is designed to provide sufficient revenue to build a new fire station downtown. This fire station is urgently needed since it will improve response times significantly. This will make our community safer and it should also have a positive impact on property insurance rates.

Ed Waage
Mayor, City of Pismo Beach

Recent Ribbon Cuttings



Essence Beauty Supply in Pismo Beach 847 N. Oak Park Blvd. • essencebeautypismo.com

We celebrated a ribbon cutting recently with Essence Beauty Supply in Pismo Beach. They are committed to providing excellent customer service with top-of-the-line hair, skin, makeup, nail care, and personal care products. Their goal is to be a one-stop shopping experience for everyone who visits their store. Essence Beauty Supply offers over 5,000 professional beauty products. They are located at 847 N. Oak Park Blvd. in Pismo Beach. For more information, please call (805) 489-3373, or visit them online at essencebeautypismo.com.

Truly Gifted • truly-gifted.com

New Chamber member Truly Gifted celebrated a ribbon cutting at The Gala Nipomo. Owner Marina launched Truly Gifted as a professional gifting business. She creates contemporary gifts that reflect the image and intention of her customers while delivering a truly special experience for the recipient. Her corporate and branded (private label) gifts serve all industries including hospitality, wine, and real estate. For more information, call Marina at (805) 266-9655.



Tara's Mobile Footcare (805) 937-0574

Congrats to new Chamber member Tara's Mobile Footcare on her ribbon cutting at our Arroyo Grande office. Tara, a licensed/insured mobile pedicurist, has been providing come-to-you foot care for elderly and diabetics on the Central Coast since 1995. She is trained, educated, and experienced in medical assisting and debilitating conditions. Tara visits private residences, assisted living and nursing facilities, hospitals, and extended care facilities—wherever her clients are located. Many of her clients have diabetes and/or thick nails; victims of Alzheimer's, Parkinson's, stroke; some hip/knee surgery patients and/or those that have general conditions of the aging process that prevent them from reaching their feet. Services include pedicures and manicures. For more information, please visit her website at tarasfootcare.wixsite.com/1995, or call (805) 937-0574.

Recent Ribbon Cuttings

Grover Station Grill
170 W. Grand Ave. Suite 101 • stationgrill.net

Congrats to Chamber member Grover Station Grill on their recent ribbon cutting! Stop by and meet the new owners and their family. Grover Station Grill serves breakfast, wraps, gyros, sandwiches, burgers, salads, dinner entrees, kids' menu items, side items, and a beverage list that includes local beer and wine. Happy Hour is from 5 pm to close. Beers start at \$3. There are also cocktails and wine, and they all pair well with their food menu. Their newly expanded outdoor patio is welcoming and dog friendly, too. Call ahead to find out about their daily lunch and dinner specials at (805) 489-3030.



The Gala Nipomo • thegalanipomo.com
136 N. Thompson Ave. in Olde Towne Nipomo

The Gala Nipomo is a new venue located in the heart of Olde Towne Nipomo—next to the historic Catholic church. Their venue is priced affordably to host your wedding, private event, class, workshop, or community event. Owner Shelli Palma is a local interior designer who has been serving the Central Coast for over 20 years. She acquired the historical, rustic property that is now home to The Gala Nipomo and her interior design showroom/workroom. Shelli is able to customize wedding decor items, too. For details, please visit thegalanipomo.com, or call (805) 550-9963.



Amazing Grazing
amazinggrazing.net

Amazing Grazing owner, curator, and food stylist Kelly Barretto consistently sets the standard for culinary art in the region. She will elevate your next gathering with unduplicatable style, uniqueness, and elegance. Her products and services include graze tables for brunch, dessert, and picnics. She also offers graze boards/boxes, charcuterie boards, crudite platters, and single-serving options. Amazing Grazing is a cutting-edge service for your next professional event or small gathering. For details, visit amazinggrazing.net, or call (805) 635-8484.



Governmental Affairs Business Meeting Update

Recap of Meeting on September 25:

Days before voters start receiving their California General Election 2020 ballots, the Chamber's Governmental Affairs Committee heard a briefing from San Luis Obispo County Clerk-Recorder Tommy Gong on the operations and changes for this election where all registered voters will receive an official ballot in the mail, the official drop-box locations for ballots, Voting Service Centers operating 3 days before and on Election Day, safety protocols, and a new Student Precinct Worker Program. The committee welcomed recently appointed Arroyo Grande City Manager Whitney McDonald before hearing updates from the Cities of Grover Beach's City Manager Matt Bronson and Arroyo Grande's Mayor Pro Tem Keith Storton on significant projects, issues, and assisting businesses as the county



Photo compilation by Clint Weirick

moves into the next tier of reopening requirements.

— **Clint Weirick, Co-Chair of the Governmental Affairs Committee of South County Chambers of Commerce**

Want to participate in our next Governmental Affairs Business Meeting? Save the date for Friday, October 23, at 8 am. This will be an online Zoom meeting. Please RSVP for at south-countychambers.com to receive the link to login.



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New Chamber Member Highlights



Welcome, Studio 805 Salon, to the Chamber!

Welcome Studio 805 Salon of Grover Beach as a Chairman's Circle Gold Level member! This elegant hair salon features talented artists who can create custom colors and a signature style for you. Their goal is to elevate your salon experience. Enjoy a sweet mimosa, bubbly champagne, fresh coffee, or hot tea during your appointment. They pamper their guests with a relaxing head massage during shampoo service at their luxurious wash bar. A complimentary consultation is available to discuss your hair goals with one of their talented artists. They will plan a custom strategy to achieve your goal. Studio 805 Salon is very involved and supportive of our local community. There are open opportunities available for other hair artists. They are located at 1020 West Grand Ave., Ste. B. For more information, please visit studio805salon.com, or call (805) 904-6389.

Welcome Jeff Branco Cellars!

Over 25 years ago, Jeff Branco left high tech and moved to the ancient wine city of Bordeaux. He became the third American to graduate with a Master of Science in Viticulture & Enology since Louis Pasteur founded the school over 140 years ago. Since then, he has spent his career helping wineries make better wines—garnering over 30 top national awards. He founded Jeff Branco Cellars to offer great quality wine at a fair price. Whether you're tasting or blending, Jeff Branco and his wife, Sonya, make wine fun with a unique, hands-on tasting experience peppered with stories of characters who helped create our local wine country. Jeff Branco Cellars is located at 3230 Riverside Ave., Unit 170, in Paso Robles. For more information, please visit jeffbrancocellars.com, or call (805) 980-7823.



Welcome, Lovely Day Adventure Company!

Lovely Day Adventure Company is a full-service marketing collective that helps small businesses and organizations. They prioritize specific marketing needs without cookie-cutter advertisement strategies. Their professionals use an agile, active-listening process to collaborate as an extension of your team. They have a community of adventurers representing them across the globe with Lovely Day Adventure Co. stickers. Call 805-946-0629, or visit lovelydayadventurecompany.com.



Welcome LookieLoops!

LookieLoops creates fabric face masks, shopping cart handle covers, cell phone cases, sunglass cases, fabric crossbody bags, and fabric wallets. They now also offer custom face masks that are perfect for businesses who want to incorporate their logo, tagline, or photo into the design. LookieLoops can also help you preserve the memory of a special person or event by transforming a special article of fabric item into any of the LookieLoops products. For more information, visit lookieloops.com.

New Chamber Member Highlights

Welcome to the Chamber, Central Coast Beauties!

Central Coast Beauties Owner Jessica is an expert in green beauty (CBD skin care) with over 10 years of experience in the beauty and wellness industry. She takes pride in her work bringing clean beauty to the Central Coast without using harsh or toxic chemicals. Services include organic facials, body treatments, makeup, and bridal. Her studio is located at 480 W. Grand Ave. Suite C, in Grover Beach. Please visit centralcoastbeauties.com, or call (805) 888-7427.



Welcome, Seelos Design & Construction!

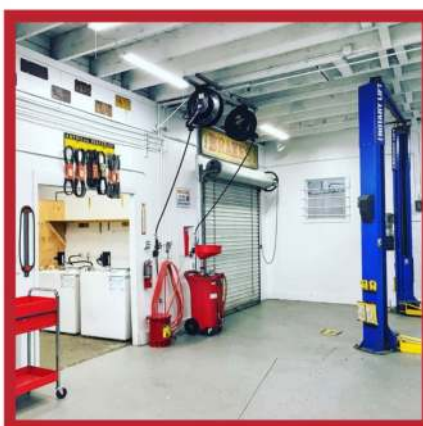
Based in Arroyo Grande, Seelos Design & Construction works with homeowners to make their remodeling dreams come true. Since 1981, they've been helping clients in San Luis Obispo County with successful renovations and remodels. For more information, please visit their website at seelosdesignandconstruction.com.



Welcome, Green Clean Machine!

Based in Nipomo, Green Clean Machine is a woman-owned, locally run, small business. They enrich lives with eco-friendly cleanings, organizing, and harmonizing your space for homes and businesses. They only use safe, non-toxic, and cruelty-free products. GCM's goal is for your space to be your sanctuary—your peaceful refuge. For more information, please visit gcmwellnessadvocate.com.

Welcome to the Chamber, J.B. Auto, in the Village of Arroyo Grande!



Owner and Master Mechanic Joe Ball has been servicing and repairing vehicles for over a decade in San Luis Obispo County. His new shop just opened in a historic location where fast and friendly service has been found since the 1940s. Their mechanics specialize in the repair and service of Toyota/Lexus and Honda/Acura vehicles and also offer service and light repairs on domestic vehicles. They provide 12-month unlimited mileage warranties with all of their services. J.B. Auto offers a history of excellent work and top-notch customer service. Call (805) 668-2626, or visit jbautoco.com.

LEADERSHIP SOUTH COUNTY

Leadership South County cohort two was back together again! Due to poor air quality and the lack of a suitable indoor venue, the group met digitally via Zoom.

The leadership theme of the month was motivation and inspiring happiness in the organization. The group connected around what are the things that motivate people, and how they could bring that back to their respective community, organizations and teams.

The session also focused around the Diablo Canyon closure and what PG&E and some community leaders are doing to address the issues that come along with the closure of one of our communities top employers. The group first heard from Public Affairs and Government Relations leader and South County Chamber Board member Eric Daniels about what PG&E is doing to make sure that they leave the community better than the way they found it. Next the group spoke with Dena Bellman from State Parks/Diablo Canyon Decommissioning Panel about how business

leaders, government officials and PG&E are partnering to identify and mitigate issues the Diablo Canyon closure may present. Lastly, the group was honored to welcome Melissa James and Andrew Hackleman from Reach, formally known as the Hourglass Project, whose goals is to transform the quality of life on the Central Coast through an unprecedented regional pursuit of inclusive economic prosperity. Each guest spoke about their respective areas of expertise and led some great discussion and tough questions from our tenacious group.

As this leadership cohort comes to an end we are forever grateful for their willingness to work with us through this unprecedented time. Their ability to adapt, problem solve and come together has been nothing short of awe inspiring. We are a much better community because they are a part of it!

If you have any questions about the Chamber's Leadership South County program please reach out to Marty Imes,



Marty Imes
Executive Director



Wes Love
Co-Facilitator

Leadership South County Director at marty@southcountychambers.com
If you have questions about Organizational and Leadership Development please contact our partners CultureStoke (www.culturestoke.com) at hello@culturestoke.com.

Our goal is simple. Our mission is clear. We will set high standards, and we will exceed them.



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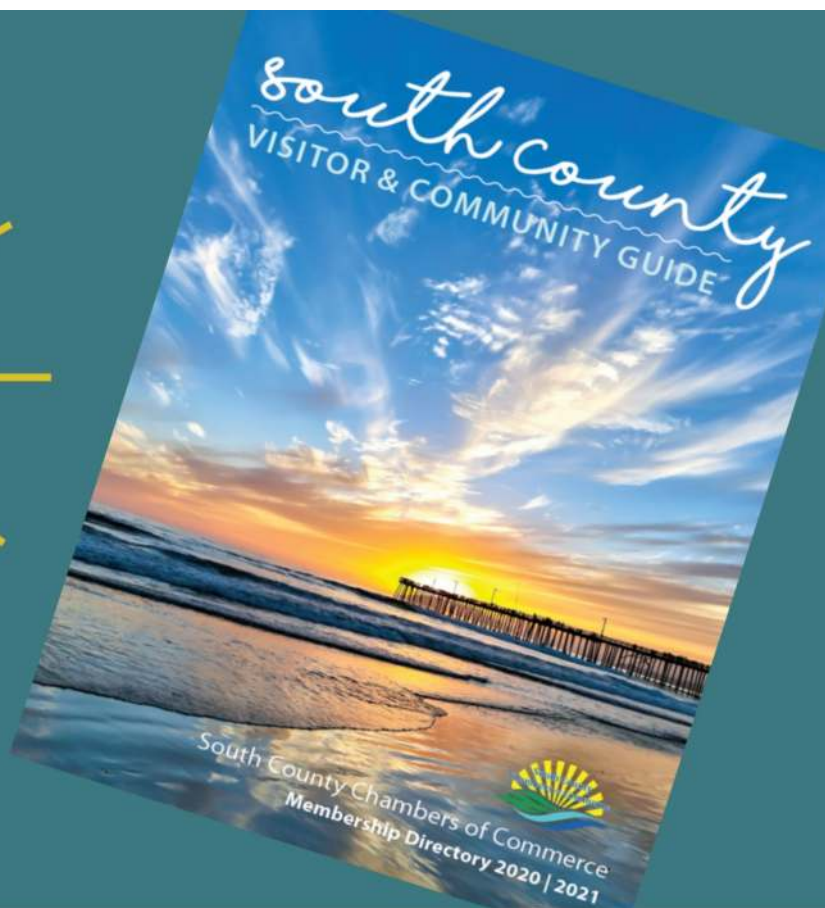
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Grover Beach Microgrant Program Has Now Helped 40 Local Businesses

GROVER BEACH – The City of Grover Beach has awarded a second round of COVID-19 relief microgrants to 23 small local businesses following an initial round of microgrants awarded in June. To date, the City has distributed more than \$250,000 to 40 Grover Beach businesses to assist them with combating economic setbacks brought about by COVID-19 health restrictions.

“From the outset of the COVID-19 pandemic, we’ve been committed to working with our local businesses to understand their needs and take action to help minimize impacts,” said Grover Beach City Manager Matthew Bronson. “We know that complying with these health guidelines is difficult and costly and are glad to provide these microgrants as a way to help businesses adapt and bounce back.” Businesses that have benefited from the Grover Beach microgrant program

include restaurants and cafes, breweries, spas, salons, retail shops, and manufacturing businesses throughout the city. Since public health and safety is a top priority, each microgrant recipient was required to submit the County’s completed self-certification form to verify safe reopening consistent with public health guidelines.

Similar to the initial round of grants in June, the second round of the business assistance microgrants is being rolled out in partnership with the South County Chambers of Commerce. The following 23 businesses have been awarded microgrants under this second round of the program and will each receive up to \$5,000 in one-time financial assistance:

- 8575 Peretto Caffè
- A Hole in the Sky
- Aikinjo slo, Inc. DBA Izakaya Raku
- Bittersweet Brewing Company

- Brandiwyne Bodyworks
- Brass & Needle Beauty Bar
- BS & RG Holdings, LLC
- Elpro Inc
- FUEGO
- Grover Station Grill
- Heidi's Suite
- KJB Screen Printing and Embroidery
- La Casita Mexican Restaurant
- Let's Wing It
- ManRock Brewing Company
- Mongo's Ventures Inc. DBA 3 Fat Guys Diner
- Pacific Inn Shiv Rudra, Inc.
- Princess Nail and Spa
- Shell Beach Floral Design

continued on next page

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— Jeffrey Landon
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PHONE: 805.904.3444
EMAIL: JeffLandonSells@gmail.com
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continued from previous page

- Sloco Data, Inc
- Surfside deli
- The Studio of Performing Arts
- Tutta Bella Salon

"The business community in Grover Beach has shown tremendous resilience in the face of huge challenges over the last several months" said Jocelyn Brennan, President/CEO of the South County Chambers of Commerce. "For a city with one of the smallest operating budgets per capita in the county, Grover Beach has gone above and beyond in investing in its local economy and supporting small businesses." Both rounds of the business assistance microgrant program were funded by a mixture of one-time funding sources. This second round of microgrants was funded by \$110,000 from the City's CARES Act allocation



**Grover Station Grill,
microgrant recipient**

while the initial round of microgrants was funded by \$100,000 from the Diablo Canyon Power Plant decommissioning funds and \$50,000 in General Fund funding. The City intends to offer additional business support programs such as microgrants and other programs with additional ongoing resources.

The City of Grover Beach recognizes the importance of a diverse and healthy local economy, and is committed to implementing economic development strategies that help businesses be successful and expand local employment opportunities. Assisting local businesses that are weathering the hardships brought about by the COVID-19 pandemic through programs such as microgrants is just the tip of the iceberg of Grover Beach's business-friendly

City government. Residents interested in learning more about the City's economic initiatives and the City's partnership with the Chamber are encouraged to review the Biannual Chamber Economic Development Update staff report from the September 21 Council Meeting.

###



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Who would you choose? Nominate a Business of the Month

Local businesses contribute to our economy, provide jobs, and demonstrate leadership. Many of these local leaders also invest time and money by giving back to our community. This deserves recognition and celebration. For this reason, South County Chambers of Commerce recognizes a *Business of the Month*.

The SCCC Business of the Month Criteria:

1. The business is a current SCCC Member in good standing.
2. They conduct responsible, ethical business in South San Luis Obispo County; Avila Beach, Pismo Beach, Grover Beach, Oceano, Arroyo Grande, or Nipomo.
3. They contribute significantly to the local economy and/or the local workforce.
4. They have demonstrated leadership in the business community.

The business of the month is recognized in the South County Chambers (SCCC) newsletter, on social media, and at the monthly luncheon (or webinar). The SCCC Business of the Month are automatic nominees for the SCCC Business of the Year Award. The SCCC Business of the Year is celebrated at the Annual Dinner and Recognition Awards. (Businesses are allowed to nominate themselves and SCCC Marketing Committee Members may also nominate businesses.)

Please help us by nominating a local company for *business of the month*. Visit southcountychambers.com, and click on the *Resources* tab to nominate a business—it could even be your own.



Valerie Vaz of AMF Media Group is the Marketing Committee Chair for South County Chambers of Commerce.

Other Marketing Committee members include Mary Sansone of 1st Capital Bank, Heidi Gavlak of American Cancer Society, Erika Rose Hampe of Oaks at Nipomo, Cheryl Wakefield of Doc Burnsteins, Fred McMurray at Westwyne, Eric Fahnoe of Dimes Media Group, and Eric Daniels of PG&E.

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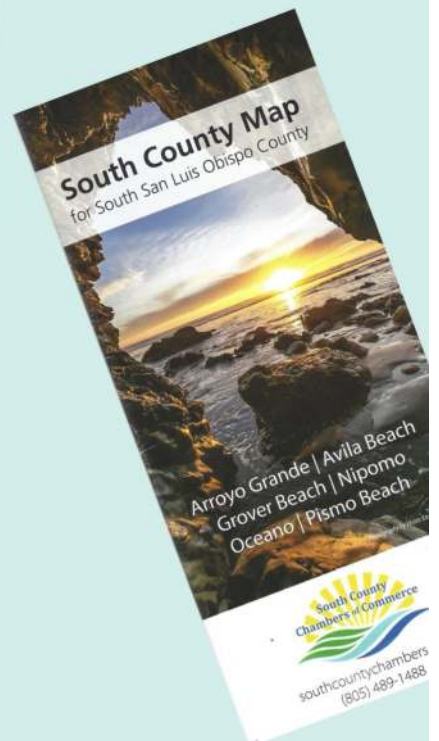
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Thank you, renewing Chamber members!

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South County Sanitary Service
Balanced Beauty Boutique
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New Life Community Church
The UPS Store - 6031
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Pacific Shore Stones
Spokes
Urban Body Jewelry
Thoma Electric Inc
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the Central Coast

Best Care Pharmacy
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Celebrating our Chamber Member “MVPs”

Thank you to our eight Chamber member “MVPs” for their generous support of local businesses and nonprofits as an MVP (Members Valuing Peers) sponsor. Each of these eight Chamber members provided a \$1,000 grant for local businesses to receive the benefits of membership with South County Chambers of Commerce.

Several local businesses or nonprofits, who have experienced budget restrictions due to COVID-19, can now join the South County Chambers of Commerce for free for their first year of membership. They can now benefit from the marketing, resources, and up-to-the-minute information that the Chamber offers.

If you would like to be our next MVP, please visit our website at southcountychambers.com/store.

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Exciting News!
Monterey Bay Community Power is now Central Coast Community Energy.



Monterey Bay
Community Power



Central Coast
Community Energy

CLEAN ENERGY. LOCAL CONTROL.

3Cenergy.org

The new name reflects our **expanded service area**, which now includes service for areas of San Luis Obispo and Santa Barbara counties. These communities join our existing service areas in Monterey, San Benito, and Santa Cruz counties. This will **unify access to clean energy and local control** for over 400,000 residential, commercial and agricultural customers on the Central Coast.

3CE invites customers to visit its new website and learn more about the 2021 enrollment of Arroyo Grande, Carpinteria, Del Rey Oaks, Goleta, Guadalupe, Grover Beach, Paso Robles, Pismo Beach, Santa Maria, Solvang and the County of Santa Barbara at **3Cenergy.org**.

 Central Coast
Community Energy
CLEAN ENERGY. LOCAL CONTROL.

SOUTH COUNTY CHAMBERS GOVERNMENTAL AFFAIRS

Friday, October 23, from 8:00-9:15 am
Online Zoom meeting
Please RSVP at southcountychambers.com

With special guest, Senator Bill Monning

Senator Bill Monning represents the 17th Senate District, which includes San Luis Obispo and Santa Cruz Counties and portions of Monterey and Santa Clara.



Senator
Bill
Monning

South County
Chambers of Commerce

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Frank Schiro
Mason Bar and Kitchen
Rooster Creek Tavern

Ty Ortiz
Central Coast Party Factory

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jocelyn@southcountychambers.com

Ligia Zavala
Chief Operations Officer
ligia@southcountychambers.com

Holly Leighton
Marketing & Tourism
holly@southcountychambers.com

Marty Imes, Executive Director
of Leadership South County
marty@southcountychambers.com

Michelle Lea, Bookkeeper

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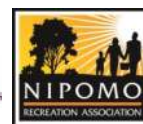
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