Please read into the record attached to Agenda Item #8

Dear Mayor and City Council:

On behalf of the small businesses in Carlsbad Village, the Carlsbad Village Association Board of Directors and staff would like to say thank you for establishing the Economic Recovery and Revitalization initiative and encourage you to adopt the resolution to fund the Business Loan Program recommendations as outlined by city staff. It has been an honor to work with city staff and my business colleagues on this loan program, in an advisory capacity, to support the many businesses in our downtown. As more businesses begin to open, as early as the end of this week, this financial assistance will help aid in a much faster recovery.

It is my understanding that this business loan program will be administered by a third-party with an established infrastructure that will enable them to operate as efficiently as possible. As you know, the lack of proper infrastructure during previous funding programs such as the EIDL and PPP initially caused quite a bit of frustration for business owners. That is why a simplified application process along with a quick funding mechanism is a must. I do believe that both of these are high priority requirements for the Ad Hoc Committee members and council.

I was very encouraged this morning listening to the County Board of Supervisors meeting where they unanimously supported a plan to safely reopen San Diego County businesses. They feel, wholeheartedly, that our businesses are more than capable of doing so. With the City of Carlsbad supporting its small businesses in the Village through its Business Loan Program, while helping them open their doors, I am hopeful that we can get our economy back in action sooner rather than later.

Thank you for all you are doing in this regard.

Sincerely,

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CHRISTINE DAVIS | Executive Director
Carlsbad Village Association
p: 760.644.2121
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