



ECONOMIC DEVELOPMENT MONTHLY UPDATE

Tracy is in the Red Tier!

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San Joaquin County has moved from Purple (Widespread) to Red (Substantial) tier as of April 7. Tracy's businesses are facing fewer restrictions with restaurants now allowed to operate indoors at limited capacity and retail allowed to operate indoors at higher capacity than in the Purple Tier. For the latest industry guidance to reduce risk, please visit COVID19.ca.gov.

As of April 27, San Joaquin County's adjusted case rate remains at 7.7 (per 100,000) and 2.9% is our current positivity rate. In order for our County to move from the Red to the Orange Tier, our County's daily new cases would need to come down to 2-5.9 new cases per 100k and positivity rate remain between 2-4.9%: Governor Newsom announced that the State is preparing to move "Beyond the Blueprint" and fully reopen on June 15 if vaccine supply is sufficient for Californians 16 years and older who wish to be inoculated and if hospitalization rates are stable and low.

WIDESPREAD

Many non-essential indoor business operations are closed

SUBSTANTIAL

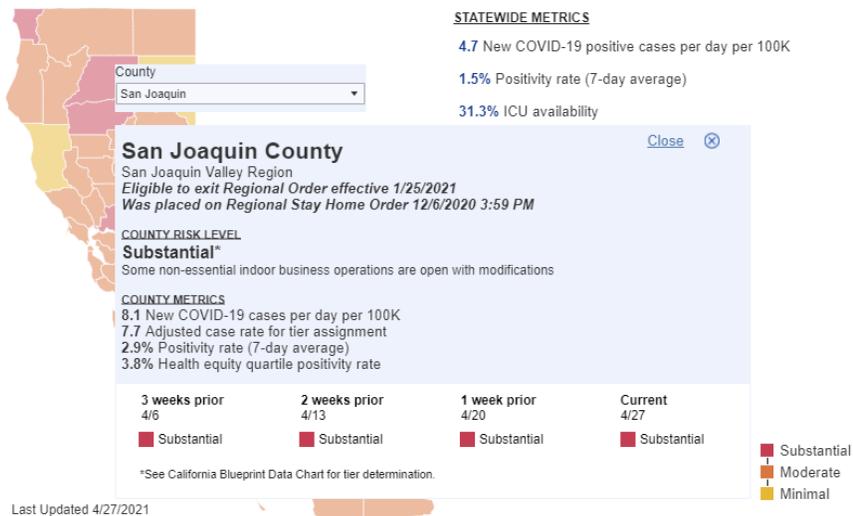
Some non-essential indoor business operations are closed

MODERATE

Some indoor business operations are open with modifications

MINIMAL

Most indoor business operations are open with modifications



East Bay Community Energy Update

All Tracy residential and business electricity accounts are now enrolled in [East Bay Community Energy's \(EBCE\) Bright Choice Plan!](#) Find out more [here](#).

Bright Choice offers a 1% discount to PG&E's rates. EBCE's rate schedules match PG&E such as time-of-use rates, rates for Electric Vehicles, and solar net energy metering. For more information on rates and billing, please visit: <https://ebce.org/understand-your-bill/>, call 1-833-699-EBCE (3223) or email customer-support@ebce.org.



COVID Relief Funding Opportunities



The City of Tracy's Economic Development Division continues to track funding opportunities available for local businesses and residents, and sharing them on social media and via ThinkInsideTheTriangle.com.

While the recently approved \$1.9 trillion American Rescue Act is still being formulated into programs to deliver immediate economic relief, the following programs are currently available:

San Joaquin County Emergency Rental Assistance Program (ERAP)

- Applies to residents of the County at or below 80% of area median income
- Requires financial hardship due to COVID-19
- *Deadline: April 30 at 5pm*

Pandemic Unemployment Assistance

- Payment for individuals who can't work due to COVID-19 and are ineligible for regular unemployment insurance
- Pays \$167-\$450 weekly

FEMA Funeral Assistance

- Applies to COVID-19 deaths occurred in the U.S. after January 2020
- Covers expense reimbursement up to \$9,000
- Call 844-684-6333 | TTY: 800-462-7585 for additional information

California Small Business COVID-19 Relief Grant Program

- Provides grants to businesses ranging from \$5,000 to \$25,000
- Cover small businesses and non-profits

- Grants cover eligible COVID-related expenses
- *Round 6 for Applications: April 28 - May 4 at 5pm*

Paycheck Protection Program - Round 2

- Provides forgivable loans to businesses to cover eligible costs
- Maximum loan amount is 2.5x average monthly payroll expenses for 2019
- *Deadline: May 31 or when funds are depleted*

Restaurant Revitalization Fund (RRF)

- Awards up to \$5M per business or \$10M total based on eligible expenses incurred during COVID.
- Covers food trucks, caterers, bakeries, brewpubs and breweries, wineries and distilleries
- Registration starts on April 30 [here](#) and applications are accepted as of May 3 at noon.
- Call 844-279-8898 for additional information

Pedigree Foundation - Shelters and Rescue Organizations

- \$50,000 in funding for non-profits
- Awards up to \$2,500
- Require demonstration of significant financial need due to COVID-19

California Rebuilding Fund Loans for Business

- Low interest working capital loans up to \$100,000 for 3 to 5 years
- Cover small businesses and non-profits

“Support Tracy” Shop Local Campaign and Decals

The City continues to regularly meet with representatives from the Tracy Chamber of Commerce, Tracy City Center Association, and other local small business owners as part of the City of Tracy COVID-19 Strategies Committee. Among other efforts to strengthen the local economy, we have implemented a “Support Tracy” Shop Local campaign with social media reminders, newly-designed window decals for businesses, and a comprehensive [business directory](#). We continue to encourage small business owners to pick up their free decal from one of the following locations:

Downtown District Businesses:

Tracy City Center Association
Phone: 209-597-0073
Email: tcca@tracycitycenter.com
<https://tracycitycenter.com/>

All Other Businesses:

Tracy Chamber of Commerce
Phone: 209-835-2131
Email: info@tracychamber.org
<https://www.tracychamber.org/>



Tracy Small Business Relief Grant Update



The City's Economic Development Division is completing the last round of payments from the City's Small Business Relief Grant program. Approved by City Council in December 2020, the grant was designed to help the most vulnerable of local businesses impacted by pandemic and related health restrictions. Staff has deployed nearly all of the 100 grants to eligible local businesses based on a first-come, first-served basis.

Grant recipients include a wide range of local businesses ranging from restaurants to personal services and fitness studios, as shown below.



- Restaurants
- Personal Services
- Healthcare
- Gyms/Fitness Studios
- Retail
- Education
- Automotive
- Other

The City has received overwhelmingly positive feedback from local small business owners about the value of grants in helping with survival and restating local economy. Average business size of relief grant recipients was 4.7 employees with average business experiencing a revenue reduction of more than 50% due to the pandemic.



Grantee business owners Kyung Park of Tracy Car Wash (above) and Thomas and Jonaly Henle of Bikram Yoga Tracy (left)

Stained Canvas Grand Opening in Downtown Tracy!

On April 6th, a ribbon cutting celebration was held to mark the grand opening of a new business in downtown Tracy - The Stained Canvas. The Stained Canvas is located at 618 N. Central Avenue where local art professional Suzy Q. hosts painting classes, private parties, fundraising events, and more!

Mayor Nancy Young, Council Members Mateo Bedolla and Eleassia Davis, Tracy Police Chief Sekou Millington, and Economic Development staff attended the ribbon cutting ceremony. After a tough year for retail due to COVID-19, new business openings reflect an increased optimism about the state of the broader economy, the California regulatory environment, improving business and community sentiment, and location advantage of Downtown Tracy.



New Medical Office Building Approved in Tracy



The City approved a proposal for a new 10,000 square-foot multi-tenant medical office building on April 6. The project is an expansion of the Triad Medical Office Center located on Grant Line Road, with two existing medical office buildings constructed in the mid to late 2000s. In May 2020, the City received a development permit application for the remaining acre to be developed with a single story building and parking. The approved medical office building will match the design of the existing office complex with high quality materials and building shapes.



SOUTHEAST

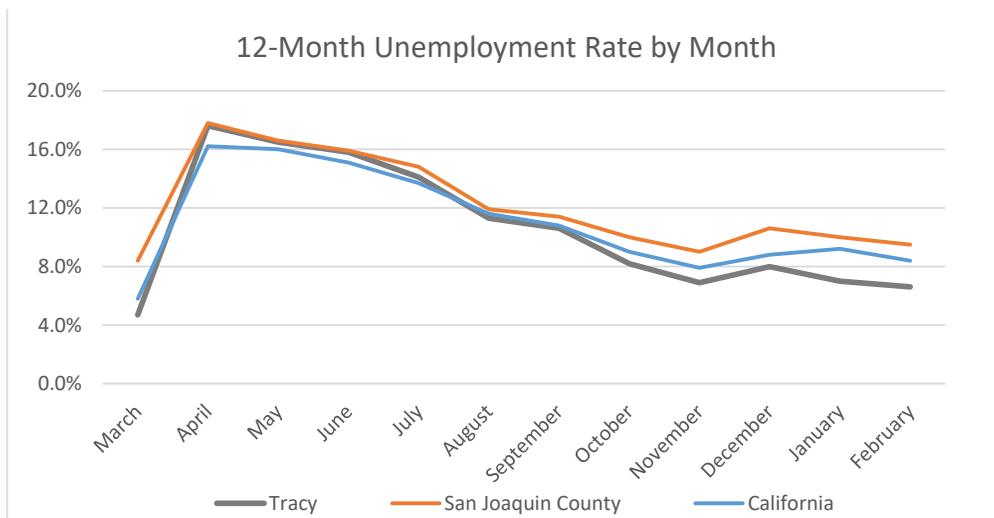


SOUTHWEST

Demand for new medical office space in the City is a sign of growth in healthcare jobs and services for Tracy residents. Healthcare is a fast-growing sector in the national economy. Our increased senior population and the two hospitals in town, Sutter and Kaiser, are adding to this demand. Healthcare employment is projected to grow rapidly in San Joaquin County and jobs tend to be resilient to economic fluctuations and offer a variety of income opportunities ranging from entry level to positions that support head of household wages. The average healthcare and education sector wage in northern San Joaquin county is \$57,100, which exceeds regional average. Concentrations of these industries often lead to ripple effects for local economies. Over 10 percent of jobs in Tracy are in the healthcare and social assistance sector.

Unemployment Statistics

With a strong forecast for the broader economic recovery in 2021, the local and regional unemployment rate continues to decrease. As shown below, the end of the Stay Home Order and gradual removal of COVID-19-related health regulations translate to new employment opportunities as businesses are reopening. Tracy continues to experience a lower unemployment rate than the County and the State as a whole, with the lowest monthly unemployment rate of 6.6% recorded since COVID-19 created a large spike in April of 2020.



Contact Us:

Michael Nimon
Economic Development Manager
(209) 831-6493
michael.nimon@cityoftracy.org

Barbara Harb
Economic Development Analyst
(209) 831-6491
barbara.harb@cityoftracy.org



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