



**1 North San Antonio Road  
Los Altos, California 94022-3087**

**M E M O R A N D U M**

**DATE: December 10, 2020**

**TO: Honorable Mayor and Members of the City Council**

**FROM: Los Altos Community Development Department, Economic Development Division**

**SUBJECT: RESTAURANT ASSISTANCE MEMO**

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City of Los Altos staff connected with the Chamber of Commerce, Los Altos Village Association, and restaurants owners to identify programs and policies that could assist while they are limited under the latest Public Health Order to take-out or delivery only.

As of December 10, 2020, the City of Los Altos, along with the assistance of the Chamber of Commerce and Los Altos Village Association, has implemented the following initiatives for restaurants already:

- Established WhatsOpenLosAltos.org for restaurants to advertise their menu, hours of operation, contact information, order methods, and their own GoFundMe campaigns
- Supported Chamber of Commerce's Gifted Gift Card program for restaurants to set up a way for individuals to buy gift cards for their favorite restaurants
- Provided \$5,000 grants to 14 restaurants for a total of \$70,000 through the Los Altos Small Business Relief Fund
- Implemented the Open Streets Los Altos program allowing outdoor dining in the public right-of-way through summer months
- Created the COVID-19 Parklet Program allowing restaurants to build parklets in adjacent parking spaces for outdoor dining with no fees attached
- Released weatherization guidelines for restaurants to adjust their parklets for the winter months with no fees attached
- Developed Trim-A-Tree program giving free holiday trees to interested restaurants that will encourage residents to visit our business districts and support them
- Installed banners encouraging residents to "Shop, Dine, Be Local @LosAltos" across Main Street, at El Camino Real & San Antonio, and Grant & Fremont
- Radio advertisement encouraging visitors to take dining to-go through holiday season
- Continually update restaurants through direct contact and email updates



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After discussions about ways to assist restaurants moving forward, here are some policies and programs that could assist restaurants moving forward:

- Temporary cap on commissions and fees charged by third-party food delivery services (Santa Clara County aiming to approve at December 15 meeting)
- Implement City Commercial Eviction Moratorium (Santa Clara County has extended their eviction moratorium through March 31, 2021)
- Grant more money through a second wave of the Los Altos Small Business Relief Fund (Santa Clara County allocated \$100 million for loan program & State of California recently allocated \$500 million for an assistance program)
- Create a campaign encouraging shoppers to “Shop & Takeout” through the holiday season when visiting our business districts
- Encourage collaborative relationships between retailers and restaurants
- Create a community-wide “Shop Local” Pledge program marketed to residents and visitors
- Assist restaurants and personal service businesses with setting up staff holiday GoFundMe for their employees
- Establish the inaugural Los Altos Restaurant Week
  - Take out deals for one week
  - Cross-collaborations across different restaurants
- Allocate additional funds for marketing efforts advertising our business support efforts across social media, radio, television, or newspaper