



# CITY OF DUBLIN

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## PRESS RELEASE

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### **DUBLIN CITY COUNCIL APPROVES THE BUSINESS RECOVERY PLAYBOOK** *A Post-Pandemic Strategic Action Plan*

**DUBLIN, Calif., May 4, 2022** – To help the business recovery efforts from the negative impact of COVID-19 on the Dublin business community, the Dublin City Council approved the Business Recovery Playbook, *A Post-Pandemic Strategic Action Plan*. The objective of the Playbook is to assess the current business climate, build upon current efforts, and implements new strategies to help offset the negative effects of COVID-19.

As the pandemic guidelines have eased, the City has transitioned its focus on recovery to help businesses reimagine and retool their operations moving forward. The Playbook focuses on three main phases: Assessment, Build, and Implementation.

The Assessment phase is focused on discerning the business needs and future challenges through a Business Needs Assessment survey, a Boots on the Ground walking tour, and Business Roundtables with different industry sectors. The Business Needs Assessment [survey](#) is currently open and accepting input from Dublin small businesses. The first Business Roundtable has been scheduled with the food and beverage establishments to be held later this month.

The Build phase will be focused on analyzing the data that was received, increasing communication efforts, creating additional grant programs using funding set aside from the American Rescue Plan Act, and building a loyalty rewards program. Increasing communication efforts is currently underway with the launch of a brand-new and innovative program using traditional private-sector tools in local government.

The new mobile text alert program will increase the timeliness and reliability of communication to small businesses, and will serve as a business hotline, bringing convenience to the palm of small business owners' hands. Business owners can text DUBLINCA to 925-493-8256 for instant text activation.

Lastly, the Implementation phase will focus on reviewing current processes and policies that may need to be revisited such as outdoor dining, parking requirements for food and beverage establishments, and providing educational opportunities through local and regional partnerships. The Playbook is a living document which will change based on the needs of the Dublin business community.

For more information, contact the Office of Economic Development at [economic.development@dublin.ca.gov](mailto:economic.development@dublin.ca.gov) or via text at 925-493-8256.

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