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The Torrance Area Chamber of Commerce has been working hard for its community, considering the ever-changing business and community standards due the COVID-19 pandemic.

“The Chamber staff has reached out, by phone, to over 217 businesses to lend support and provide resources. Each call has been met with gratitude. As a result of conversations, the Chamber staff is able to determine what the needs of the business community are and to provide viable resources,” commented Donna Duperron, President/CEO of the Torrance Area Chamber of Commerce. “The phone calls have also allowed staff the opportunity to listen to the needs of businesses, as well as listen to the support that businesses are providing to the community.”

New campaign by Chamber, #TorranceStrong, was conceived by the obvious need for supporting local, small businesses and restaurants. Every day for the past two weeks, the Chamber has highlighted a local restaurant or business across Facebook, Instagram, and Twitter, oftentimes featuring an offer, special, or discount. To see posts, follow the Chamber on any social media to get your daily dose of #TorranceStrong.

The Chamber has also

- Joined the Small Business Coalition
- Signed onto the US Chamber of Commerce coalition letter to *include* all nonprofit organizations within emergency assistance legislation sent to Congress
- Participated in the Public Health Officials Telebriefing for Chambers of Commerce,
- Called Senator Dianne Feinstein’s office in Washington DC to urge support of the Coronavirus Aid, Relief and Economic Security Act (CARES Act, Phase III bill),
- Participated on the Employers Group conference call which highlighted Human Resource information confronting business owners,
- Participated on a BizFed executive committee call to review an effort by the Los Angeles City Council to impose a ‘Just Cause’ termination policy for workers.

The focus of the Chamber’s actions is to inform the community on how they can either receive governmental aid or help other businesses in this time. The Chamber’s eNewsletters recipients have been informed of public conference calls with LA County, ways to receive emergency disaster loans, updates on business climate, and much more. Want to receive Chamber emails? Text TACC to 22828 to get started.

The Chamber urges community members to visit the [COVID-19 Help For Businesses & Employees](#) for resources that range from US Resources to Torrance-specific resources.

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