

## Chamber Update - April 2020

### “Your Catalyst, Convener and Champion for Business”

- **#TorranceStrong Campaign, initiated by Chamber efforts, offers free support and advertising to member small businesses and restaurants.** The Chamber has been catalyzing the community through this fluid time by helping businesses that have been impacted the most by COVID-19. Every day for over the past two weeks, one business or restaurant has been highlighted across all the Chamber’s social media platforms. The public has responded favorably - another way the Chamber is convening the community and Chamber members. View the Chamber’s posts by visiting “@TorranceChamber” on Facebook, Instagram, or Twitter.
- **Chamber’s eNewsletters alerting members of aid, calls to join, support, materials, and loans available during the public health crisis are sent out multiple times per week.** The Chamber’s eNewsletters have become a hub of information and resources for the local business owner and the local employee, catalyzing those recipients to action. Sharing business relevant news when it breaks is the Chamber’s way of convening it’s members with the government and the support offered through it. Visit the Chamber’s resource page at [www.TorranceChamber.com/covid19help](http://www.TorranceChamber.com/covid19help) .
- **Survey sent out to members in order to best work with the California state insurance commissioner.** Knowing that that member businesses have been hit hard by the closures, restrictions, and shelter-in-place guidelines resulting in the spread of COVID-19, the Chamber catalyzed the voice of the Chamber community to hear how to best help. The staff is working with the state insurance commissioner and 30 other chambers of commerce across the United States, convening together to urge modifications on Business interruption insurance.
- **President & CEO Donna Duperron represents Torrance Area Chamber member interests.**
  - Joined the Small Business Coalition, one of 60 chambers from across the country in support of small business owners. The initial focus is the inability small businesses are having in filing claims or having their claims denied under their business interruption insurance.
  - Signed onto the United States Chamber of Commerce coalition letter in support of including all nonprofit organizations within emergency assistance legislation considered by congress to combat the coronavirus pandemic.
  - 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.
- **Chamber staff has called 217 member 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. 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. Resources offered by members were sent out in eBlast to the community, catalyzing opportunity and convening both the giver and the recipient.

