

# MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



Morningstar Productions has been a full service production company located in Murrieta since 1989. They offer professional audio, lighting, rigging services, event power distribution, backline, and stage rentals in addition to a fully stocked rental department. They recently shared their experiences in dealing with the COVID-19 health crisis and how it has changed their business.

#### **How deeply has the COVID-19 pandemic affected your business?**

Our industry saw a complete work stoppage. We were the first ones hit as we provide our services to gathering styles of events. We will also be the last industry who will make a full recovery. We laid off all non-essential personnel including myself as the owner of the company in order to ensure that our key personnel were able to keep their jobs and insurance.

#### **Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?**

We were able to secure SBA funding including the PPP and C-19 Loan. Since we are an established business and had existing SBA loans, we had all of our ducks in a row and were able to respond quickly to the needs of the SBA with all documentation. We were also able to assist a few competitors with securing loans by pointing them in the right direction.

#### **What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?**

We found a way to stay essential and our staff was able to support schools, churches, hospitals and municipalities with technology for streaming, and upgrades to their audio visual equipment. Utilizing the equipment we have, we made changes to our warehouse converting it over to a stream studio with full production (sound, lighting, and video) and provided mobile and studio live stream services. We have provided these services to several charities and other services that needed to get their message out. Now we have also done high school and college graduations from complete virtual live streaming to drive in style. Restrictions and policies change every day in this climate and we pivot to match what our customers need. Our employees do not know the word "NO". They find a way to support our customer's needs.

#### **Do you anticipate that these changes will make it easier to do business with the public going forward?**

Yes, we have opened new doors to new service offerings.

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**What investments will you need to make going forward to ensure the survival and growth of your business?**

We can provide sales, design and service of pro equipment, but that is only a small portion of what we do. At some point, if this continues or if business is forced to stop again we will need additional assistance to keep our workers employed. Even after mass gatherings are allowed it will be quite some time before people may want to attend.

**Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?**

Complete work stoppage. We saw what was lining up to be a great year start to cancel. Every event, show and rental cancelled.

**What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?**

Until we can legally do mass gatherings we will be limping along. When it is allowed, support live events. There are thousands of freelance technicians out there who are out of work. These are the people who make things happen at events and you never see us when everything goes well. We need to get the event production industry help. We have been forgotten. As a business owner I have done what I can for my team but it would be nice to hear that these forgotten workers are getting the help they need.

To contact Morningstar Productions, call (951) 677-4443 or visit their website [here](#).