

# 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.



BAMM! Promotional Products is a longtime local business located at 26499 Jefferson Avenue Suite K, in Murrieta. They are celebrating 22 years in business and are known for their great customer service!

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

To date, we have lost approximately \$50,000 in revenue due to the mandated shut down. Our business focuses on providing products for businesses in the form of uniforms, trade show giveaways, school and team apparel, sporting event giveaways, outdoor events or festival merchandise to name just a few. I can only thrive if other businesses and organizations are thriving.

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

Yes, we just received funding from PPP on Friday and received a smaller amount for the EIDL a week or so prior. Unfortunately, the PPP will probably do me no good right now since I had to furlough my entire staff due to no business. I can use the PPP funds for payroll, but don't have enough work for them to meet the minimum requirements to get the loan forgiven.

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

We are constantly trying to stay relevant in an ever changing environment. We are focusing our efforts on marketing to businesses still open in the form of customized face masks or hand sanitizers. We are also reaching out to our clients whom we know have a fiscal budget to spend before July 1 to see if there are any products they can order now and use later.

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

Not really sure what the future will look like in 6-8 months.

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

I will probably need to downsize in space. Looking at where I can cut costs but keep the employees I have. Other than myself, no one can really work remotely.



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The embroidery machine and the screen print machine need a body to run them. My office manager needs to be in the office to accept UPS and sort orders along with answering phones and greeting clients who come to pick up their orders.

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

The loss of revenue and the uncertainty of knowing when other businesses will be up and running and NEED my services is the immediate impact. Employees furloughed and rent, utilities and taxes are still due but there is no income coming in.

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

Remember to shop local businesses when you can. It is so easy to go online and buy from 4imprint or Staples.com for the types of products we offer but the survival of local business will come down to each of us supporting each other every chance we can.

To contact BAMM! Promotional Products, call (951) 296-1733 or go to their website at [bammpromos.com](http://bammpromos.com).