



## An Investment That Matters

Throughout the pandemic, I have been overwhelmingly impressed and inspired by our local business community - the creativity, the selfless acts of kindness and charity, the solidarity that you are all showing during this challenging time. Since March, we've been laser focused on connecting you with the tools and resources you need to stay in business. We're committed to honoring the 100-year legacy of the chamber by supporting our members, creating the best environment for business in California and advocating to get your businesses reopened. We know times are uncertain, but we value your membership and would greatly appreciate your continued support.

Best,

Nick Ortiz  
President/CEO, Greater Bakersfield Chamber

### TRUSTED ADVOCACY



Since the onset of COVID-19, we have actively advocated to maintain the health of our member businesses, from federal stimulus policy, to local reopening strategies and small business resources.

### MEMBERS-ONLY BENEFITS



Includes marketing opportunities, certificates of origin, exclusive referrals, listing in our online directory and more.

### COMPLIANCE



We provide the tools, resources and access to keep members in the know about California's always-changing laws and latest HR topics.

### LASTING CONNECTIONS



Bridge the gap between nonprofits, small businesses and large corporations with mixers, webinars and our Ambassador Committee.

## OUR BUSINESS IS A

# Better Bakersfield

Here are some examples of how we've put those words into action during the COVID-19 pandemic.

1

When the stay-at-home order hit and businesses were forced to change operations, we knew our members would need a centralized resource to help them navigate through the deluge of information. Within one week, the Chamber partnered with the City, County and Economic Development Corporation to launch the Business Resource Response Team – the County operates the hotline and the Chamber manages the email.

2

We're proud of Bakersfield, and the people who make this community "something better" every day. That's why we've partnered with members to provide informational webinars and videos ranging from financial tips to HR compliance to marketing to help our community through these trying times.

3

As a leader locally and through our participation in many coalition efforts, our advocacy has produced:

- We developed a coalition of local trade organizations to support relief for small businesses, funding for health care providers, and payments to individuals as a portion of the CARES Act; our ideas were supported by the Newsom administration, which forwarded our letter to every member of the California congressional delegation.
- We started a series of executive roundtables with Congressman Kevin McCarthy's staff on stimulus needs for specific industry sectors.
- We partnered with Mayor Karen Goh and had several roundtable discussions with various industries on how to safely reopen the economy.
- We worked with the County to provide feedback on their plans for small business support from the County Relief Fund (CRF) Initial Utilization Plan, which resulted in the Kern Recovers Small Business Relief Fund.



BUILDING *Something Better*

1725 Eye Street • Bakersfield, CA 93301  
Phone: 661.327.4421 • bakochamber.com