CLIENT CASE STUDY: **CITY OF BURBANK**

Powered by Zoom 3/31/20

Burbank Tech T...
COVID-19 Crisis Response: B...

Rep. Adam Schiff
Congressman,
California's 28th Congressional District

Julia Giarmoleo
Public Affairs Specialist,
U.S. Small Business Administration (SBA...

TECHFIRE

FIRESIDE CHAT WITH
ERIC FENG
PARTNER, KLEINER PERKINS CAUFIELD AND BYERS

SPECIAL THANKS TO ...
FOR HOSTING TODAY ...

W&R *Wilson Sonsini Goodrich & Rosati*

Fast, Emergency Response: From Contract, to First Webinar in 5 Business Days (w/ 200 RSVPs!)
On Tuesday 3/24/2020 the City of Burbank's Business and Economic Development Division tasked us with convening five Zoom Webinars to support their business community during this time of crisis, on **SBA loans**, **The CARES Act**, **the Paycheck Protection Program**, e-commerce strategies, and more.

Just five business days later, the first program took place (3/31/2020). We **secured an all-star panel: an official from the SBA** to discuss SBA loans and actionable advice for applicants; **Congressman Adam Schiff**, to discuss what the federal coronavirus relief bill (The CARES Act) and what it meant for small businesses; and a leading expert on our client City's main industry (the entertainment industry), who recently published a column in *Variety* and a new ebook on the impact of coronavirus on the industry, Peter Csathy. **The Webinar had more than 200 registrants**, and a **very lively Q&A**.

VIDEO: watch the video of this Zoom Webinar, or others in the series.
(watch til the end and you'll hear Congressman Schiff saying "great job!")

The webinar was a smashing success. But don't take our word for it:

Praise from our client, the City of Burbank:

"David thank you for a wonderful event. I think it went very well for our first time and it was extremely helpful and resourceful. Thanks for shifting gears and pulling this together so quickly. …

Thanks again -Mary"

MARY HAMZOIAN
ECONOMIC DEVELOPMENT MANAGER
CITY OF BURBANK- COMMUNITY DEVELOPMENT

818-238-5208 | WWW.ECONDEVBURBANK.COM
Working together for a safe, beautiful and thriving community.

Praise from Attendees:

"Thanks...we learned so much"
  –Suzie C.

"Excellent thank you all! I definitely plan to follow up with the next webinar. Keep it up."
  – Drew

"Excellent webinar! Thanks so much"
  –Dave C.

"Most helpful!"
  —Anne L