



**FOR IMMEDIATE RELEASE**

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**CITY ANNOUNCES LAUNCH OF SMALL BUSINESS SUPPORT GRANT PROGRAM**  
***A total of \$500,000 in grants to be awarded to eligible local businesses***

**AZUSA** – Commencing July 1, 2022, the City of Azusa will begin accepting applications for its *Azusa Small Business Support Grant Program*. Through this program, eligible small businesses will have the opportunity to apply for one-time cash assistance for a list of approved uses aimed at supporting business recovery and resiliency. A key goal of this program is to encourage and support private-sector reinvestment into existing facilities, public-facing amenities, and critical technology or business systems that may have been deferred due to financial impacts of the COVID-19 pandemic.

Individual grants will be awarded on a competitive basis, and range between \$10,000 - \$50,000 for qualifying businesses on eligible projects commensurate with fiscal impact and justifiable need. Participation in the Program will be based on availability of funds and submission of an application and supporting documentation which meet the program guidelines. Among other requirements, businesses must be licensed and located within the City and have no more than 20 full-time equivalent employees. Businesses must also have been operational as of March 1, 2020, and be able to demonstrate a specified level of financial hardship over the past two years. Grant funds may be used to offset new costs to the business under certain eligible grant categories. Eligible projects include, but are not limited to: exterior building improvements; enhancements to outdoor/indoor operations and customer amenities; business signage, design and branding efforts; workforce training and development; business systems and technical assistance; and others.

“Azusa’s small businesses are the backbone of our community,” Mayor Robert Gonzales said. “The City is fortunate to be in a strong financial position, and therefore we wish to support our businesses that may still be struggling to come back 100% from the pandemic. The intent is that these funds be utilized to encourage projects that support business success, improve the customer experience, and help create a more attractive and inviting business landscape.”

The City’s application period for the Azusa Small Business Support Grant Program will remain open from July 1 through July 28<sup>th</sup>, 2022. Applications may be submitted via email to [sbsgp@azusaca.gov](mailto:sbsgp@azusaca.gov) or in-person to the City Clerk’s Office. For further details about the Program and eligibility criteria, or to download and print an application, visit: [www.AzusaCA.gov/smallbizresources](http://www.AzusaCA.gov/smallbizresources).

**About Azusa**

Founded in 1887, Azusa is a thriving community of some 50,000 residents. Nestled against the San Gabriel Mountain foothills in the County of Los Angeles, Azusa has been recognized for its diverse community programs, premier public parks and facilities, and business friendly initiatives.

*To learn more about Azusa, please visit the City website: [www.AzusaCa.gov](http://www.AzusaCa.gov).*