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CITY ANNOUNCES SMALL BUSINESS GRANT PROGRAM AS PART OF THE "SIERRA MADRE CARES INITIATIVE"

Sierra Madre, CA. May 16, 2020 -

Note: The Small Business Grant Program is contingent on Noticing Requirements and Final Approval from Los Angeles County Development Authority

Sierra Madre Cares is an initiative designed to provide assistance to Sierra Madre residents and business owners during the current COVID-19 pandemic. As part of that initiative, and in an effort to assist Sierra Madre small businesses, the City of Sierra Madre is announcing a small business grant program.

The City is endeavoring to provide financial assistance to Sierra Madre small businesses adversely affected by the impacts of the COVID-19 pandemic and County, State and Federal "Stay at Home" orders. Utilizing \$140,000 in Community Development Block Grant (CDBG) funds, the City will make grants of up to \$10,000 available for qualifying Sierra Madre businesses.

"Every little bit helps! We are doing everything we can to help our downtown businesses survive the COVID-19 pandemic. This grant, along with the tremendous outpouring of support by Sierra Madreans for our local business will get them through this crisis. Sierra Madre Cares!", said Mayor John Capoccia.

City officials met with members of the Sierra Madre Chamber of Commerce to create the Small Business Grant Program as a way to help sustain local Sierra Madre businesses. Chamber President Luther Tsinoglou said, "We are working together to help our business community as much as possible. We are hopeful that the Grant Program will provide some much needed relief."

Applications for the grant and the program's guidelines and requirements will be available next week on the City's website at www.cityofsierramadre.com, once the City receives final approval from the Los Angeles County Development Authority. Applications will be accepted through May 27, 2020.

If you have any questions or concerns, please contact Management Analyst James Carlson at jcarlson@cityofsierramadre.com or 626-355-7135.

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