



# City of Grover Beach

## NEWS RELEASE

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## **Grover Beach Launching New Round of Business Assistance Grants Given COVID-19 Financial Impacts**

GROVER BEACH, CA – In light of the additional challenges from the State’s recent Regional Stay Home Order given rising COVID-19 cases and hospitalizations, the [Grover Beach City Council](#) approved a recommendation from staff to allocate \$500,000 for a third round of business assistance grants for Grover Beach businesses. [Online applications](#) will be accepted now through 5:00 p.m. on December 14, 2020. While any Grover Beach business is eligible to apply, priority will be given to those industries most impacted by the State’s newest order, such as personal care services and restaurants, as well as to businesses that have not yet received previous grants from the City.

“Our local businesses are the heart of our city and the engine that helps drive our local economy,” said Grover Beach Mayor Jeff Lee. “Together we can support our Grover Beach business owners and employees through these tough times, and we are fortunate that the recent passage of Measure F-20 provides additional general revenues so the City can make this investment.” Mayor Lee went on to explain that this round of business grants will be funded upfront by General Fund reserves which would be replenished by additional general revenues including from Measure F-20 once it goes into effect on April 1, 2021.

For this third round of the City’s Business Assistance Grant program, businesses in need will be eligible to apply for up to \$7,500 to cover employee costs, rent, utilities or other operating expenses incurred to address COVID-19 impacts. The City is once again partnering with the South County Chambers of Commerce (Chamber) to coordinate the grant application and review process. Applications will be reviewed quickly with grant recipients notified and checks to the awardees anticipated to be awarded by late December. Recipients would need to have a valid Business Tax Certificate and commit to following State and local public health requirements.

“The Chamber is happy to assist with helping make these grants available to the community and, in working closely with Grover Beach over the past year, it is evident that the City deeply values its local businesses,” said Jocelyn Brennan, South County Chambers of Commerce President/Chief Executive Officer. “And many Grover Beach businesses are realizing this and have expressed deep gratitude for the support they’ve received and for the opportunity to continue serving the Grover Beach community.”

To date, the City has distributed more than \$250,000 to 40 Grover Beach businesses to assist them with combating economic setbacks brought about by COVID-19 health restrictions and this additional funding will amount to a total of \$750,000 allocated since June for local business assistance grants. City and Chamber leaders are also encouraging residents to continue to support local businesses by ordering take-out from local restaurants and shopping local this holiday season.



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“We know this is a difficult time for all of us particularly our local businesses as we face these continued public health restrictions during the holiday season,” said Matthew Bronson, Grover Beach City Manager. “But Grover Beach is a resilient community that supports each other and these grants are another example of our city’s commitment to help our businesses as we find hope in this new year with a COVID-19 vaccine on the horizon.”

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