



City of Monterey Park News Release

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City of Monterey Park Offering Grants up to \$1,000 to Restaurants for Food Delivery and Pick-up Costs

Monterey Park, Calif. - January 6, 2021 - A critical concern for any restaurant is how to generate revenue during the shutdown restrictions forced by the pandemic. While customers are staying at home, promoting online takeout and delivery orders offers a lucrative income stream that works for all types of restaurants and not just fast food places.

Online ordering, phone apps and other restaurant technologies make it easier than ever to increase a restaurant's sales of carryout and/or delivery items. Owners can easily increase business with carryout and delivery services, and they often work in a complementary way with outdoor and indoor dining room activities when things go back to normal.

However, there are some challenges to consider. Many restaurants are realizing that they're taking a loss on every order through the delivery apps, so those orders don't make economic sense. Beyond the fees, many restaurants said they felt that some delivery app companies weren't good partners.

The City of Monterey Park Can Help

Effective January 1, 2021 to February 28, 2021, the City of Monterey Park COVID-19 Restaurant Delivery Assistance Program will reimburse restaurants up to \$1,000 for food delivery and pick-up costs when using either one or all of the following four online delivery companies: Chowbus, DoorDash Storefront, Fantuan Delivery, and Hungry Panda.

In addition, Chowbus, DoorDash Storefront, Fantuan Delivery, and Hungry Panda are offering special discounted pricing, multi-language onboarding, and training for all Monterey Park restaurants participating in the program.

To be eligible for reimbursement and special discount pricing, the restaurant must be located in the City of Monterey Park and must be enrolled in the program. However, enrollment is limited to the first 120 restaurants on a first-come, first-serve basis, so businesses should act quickly and apply for enrollment now. Other restrictions apply.

The efforts businesses make to promote online delivery and carryout can more likely help restaurants come out of the pandemic on stronger footing.

To apply or for more information, please visit www.montereypark.ca.gov/econdev or call the Economic Development Department at 626-307-1385.

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