



City of Monterey Park News Release

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Keep Our Shops on the Block Grant: Covid-19 Relief Grant Opportunity Available For Personal Care & Retail Business

Grants of \$10,000 to support small brick-and-mortar businesses in the personal care and retail sectors

Monterey Park, Calif. - April 1, 2021 - Small businesses in the personal care and retail sector located in Monterey Park and all of Los Angeles County can apply for \$10,000 grants starting April 5, 2021.

Eligible businesses include hair and beauty salons, nail salons, estheticians, skin-care specialists, barbershops, dry cleaners, bakeries, and automotive or appliance repair, flower shops, party supply stores, bookstores, apparel stores, bakeries, donut shops, community grocery stores/markets, and variety discount stores.

To qualify, the applying businesses must have:

- Experienced financial hardship as a result of COVID-19 and be able to document it.
- A brick-and-mortar location or storefront in Los Angeles County, excluding the City of Los Angeles.
- Been in operation since September 4, 2019 and still be currently in business
- Annual revenue under \$1 million

The County chose the personal care and retail sector for the grant because those businesses were among the most impacted by the pandemic, as restrictions forced closures for much of 2020.

Business owners can apply for the grant at lacovidfund.org/application. Applications are open April 5 through April 11 and April 26 through May 2.

For more information on the program, grant requirements, and eligibility, please contact the [City of Monterey Park Economic Development team](#) at 626-307-1385. We can also assist with other resources to help Monterey Park businesses recover and keep workers employed.

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