



City of Imperial | Public Information | 420 S Imperial Avenue, Imperial, CA 92251 | Phone: (760) 355-4373

Press Release: Coronavirus Relief Funds –
Microgrant Awards
Date: September 3, 2020

Contact: Alexis Brown
Title: Public Information Officer
Office: (760) 355-4373
abrown@cityofimperial.org

CITY OF IMPERIAL AWARDS MICRO-GRANTS TO BUSINESSES IMPACTED BY COVID-19

IMPERIAL, CA: On Wednesday, September 2nd during a Regular Meeting of the City Council sixteen (16) businesses were awarded funds through the City’s Small Business Assistance Economic Stability Grant Program. The Imperial City Council allocated up to \$78,605.00 in micro-grants to those businesses severely impacted by COVID-19. A total of nineteen (19) businesses applied for the City’s program. Due to limited funding availability, priority was given to those businesses who demonstrated the most need and fell into Stages 3 and 4 of the State of California’s Reopening Roadmap.

The following businesses were awarded up-to \$5,000.00.

- 90's Barber Studio
- Ahumada's Outlet
- Bella Salon Threads
- Classic Clippers Barber Shop
- Derma's Floor Covering
- Details Salon & Total Body Spa
- El Zarape Restaurant
- Freedom Junk Removal Service
- Happy Kids Family Child Care
- Humble Farmer Brewing Company, Inc.
- IV Hiit
- Jill Deens Barber Shop
- Lineage Barbershop
- Melissa Michaels Spa, Salon & Makeup Studio, Inc.
- Nana's Kitchen
- Restoration: A Hair & Beauty Workshop

The program was funded through CARES Act monies received in response to the novel coronavirus COVID-19 Pandemic. On August 5th the Imperial City Council allotted \$200,000 of the \$245,822.00 to assist small businesses. To date, the City of Imperial has only received \$81,932.00 of the funding. It is unknown if the City will receive the remaining \$163,890.00.

“We wanted to help as many businesses as we could with what funds we had,” stated City Manager Dennis Morita. “It is our hope that the State will not withhold our funding, so we can continue to assist those of our business community with additional resources.”

For more information regarding this program, or the businesses awarded, please contact Assistant City Manager Alexis Brown.