



LOS ANGELES COUNTY  
**CONSUMER &  
BUSINESS AFFAIRS**  
OFFICE OF SMALL BUSINESS

Monday, January 4, 2021

## Application Period Extended: State of CA COVID-19 Grant Relief Program

The State of California has a new grant opportunity available for small businesses!

Visit [their website](#) to learn eligibility requirements and get your documents ready.

The application is now open **and has been extended to Wednesday, January 13.**

If you have questions about this grant, the **SBDC Network** is hosting free webinars in multiple languages to provide you with answers and help you prepare to apply next week.

**RSVP** for these [webinars here](#).

[Learn More](#)

An advertisement for the #CAReliefGrant program. The top half has a dark blue background with white text: "APPLY TODAY FOR THE" above a yellow banner containing "#CAReliefGrant" in black. Below the banner, it says "Applications are now open at CAReliefGrant.com". The bottom half features a collage of three photos: two people in a shop, a woman in a shop, and a woman holding an "OPEN" sign. At the bottom left is the "lendistry" logo, and at the bottom right is the text "This Program is funded by the State of California".

APPLY TODAY FOR THE  
**#CAReliefGrant**  
Applications are now open at [CAReliefGrant.com](#)

lendistry | This Program is funded by the State of California

# Found/L.A. Grant: Round Two Opens Soon!

Eligible small business owners can apply for up to \$25,000 in grant support from FOUND/L.A., a collaborative of community partners. Round two opens in one week!

**Round 2 Deadline:** Sunday, January 17

[Learn More](#)



## Delete the Divide Survey: L.A. County Needs Your Feedback!

On October 27, 2020, the Los Angeles County Board of Supervisors approved a new initiative to support the availability and use of technology in underserved communities that will launch during the Summer of 2021.

To better serve you through the initiative, **Delete The Divide**, we ask you to take a few minutes to complete a short survey.

Take the survey here: [Delete The Divide Survey](#)

Please send your questions regarding the survey to [DeleteTheDivide@isd.lacounty.gov](mailto:DeleteTheDivide@isd.lacounty.gov).

Thank you for your participation!



## PPE Unite: Providing Free PPE to Your Business



We've partnered with public and private sector organizations to create access to personal protective equipment for small businesses across the County of Los Angeles through PPE Unite™.

We are here for you and your small business, partnering with you every step of the way as we work toward safely reopening our local economy.

**PPE for small businesses may include:**

- Face masks
- Hand sanitizers
- Face shields

[More Info](#)

# Free Refrigerators for L.A. County Stores

Need refrigerators for your small business? The Healthy Stores Refrigeration Program can help.

- Grocery and corner stores can email [HRSP@isd.lacounty.gov](mailto:HRSP@isd.lacounty.gov) to start the process and confirm eligibility
- A representative will work with you to complete an interest form and choose one to two refrigerators
- Complete a survey before and after installation
- A representative will provide resources on sourcing, marketing, and selling healthy food to be stocked in new refrigerators
- Priority is given to businesses located in Los Angeles food deserts or communities disproportionately affected by pollution



Learn more through this informational flyer ([English](#), [Spanish](#)).

For questions and inquiries, reach out to [HRSP@isd.lacounty.gov](mailto:HRSP@isd.lacounty.gov).

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## Our Small Business Counselors Want to Virtually Meet You!

***Schedule a FREE one-on-one appointment to learn how to sell to the government***

The L.A. County Procurement Technical Assistance Center (PTAC) offers one-on-one technical assistance and training to help businesses in Los Angeles County that are interested in local, state, and federal government contracting.

**Our PTAC Counselors can help your business with most government contracting matters, including:**

- Becoming a registered vendor;
- Getting certified;
- Finding opportunities;
- Target market analysis; and
- Marketing to the government.

To schedule your free one-on-one counseling session, please [Sign Up As a New Client](#) and we will connect you with a small business counselor.

Click [here](#) to see upcoming training opportunities.

If you have any questions please email us at [OSB@dcba.lacounty.gov](mailto:OSB@dcba.lacounty.gov).

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# Our Call Center Can Help Your Business



DCBA has partnered with the Department of Workforce, Development, Aging, and Community Services, and other County and State agencies to bring you the [L.A. County Disaster Help Center](#). The center has resources for businesses as well as employees to help during the COVID-19 emergency.

Counselors are available **Monday through Friday between 8:30 a.m. and 5:30 p.m.** to help business owners navigate emergency loan applications and help individuals that were recently laid off due to this emergency. Multilingual help is available.

## Contact the Disaster Help Center:

- **Call** (833) 238-4450
- **Visit** [LACountyHelpCenter.org](https://LACountyHelpCenter.org)
- **Email** [DisasterHelpCenter@lacounty.gov](mailto:DisasterHelpCenter@lacounty.gov)

Follow us on [Twitter](#), [Facebook](#), and [Instagram](#) for the latest updates, @LACHelpCenter.



## Office of Small Business

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