



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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LIVERMORE ANNOUNCES CITYWIDE SMALL BUSINESS ASSISTANCE GRANT PROGRAM

LIVERMORE, Calif. –The Livermore City Council has authorized a \$2 million Small Business Assistance Grant Program. The program grants funds of up to 50 percent of a small businesses' eligible expenses to acquire services or equipment needed to remain competitive throughout the COVID-19 pandemic. The Office of Innovation and Economic Development will administer the program.

The Program provides 50% matching grants of \$2,000 to \$20,000 to eligible small businesses to help them adapt to new conditions or pursue new markets. In other words, for every \$2 a small business spends on eligible expenses, the City's grant program will reimburse \$1. A small business is eligible for up to \$20,000 from the grant program.

To be eligible to participate in the program, a small business must: hold an active City of Livermore business license in good standing and be prepared to show proof of insurance covering business operations; not apply for more than \$20,000 per owner/ownership group/franchisee regardless of number of locations; be a small business as defined by having a minimum of two employees and a maximum of \$10 million in annual gross receipts; provide at least 50% of their business from a physical location or to a customer within the city of Livermore; and, provide receipts for all adaptation expenditures.

Qualified applications will be funded on a first-come, first-served basis until all are funded or funds are exhausted. A link to the application form is now available on the City of Livermore website: [oied.net](https://www.livermoreca.gov/oied).

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