



# NEWS RELEASE

Development Services Department

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## City Expands Small Business Assistance Programs

**ARCADIA, CA** – The City of Arcadia is excited to announce the expansion of the City’s Small Business Assistance Program, which consolidates the Small Business Grant Program and Small Business Permit Assistance Program into one streamlined process. The City has increased business eligibility, combined both programs into a single application, and provided more clarity and detail during the application process to ease the burden on businesses.

The \$1 million in funding is split between the business Grant Program and the Permit Assistance Program, with \$750,000 allocated for small business grants and \$250,000 allocated for small business permit assistance. For qualifying Arcadia businesses, the Grant Program will issue up to \$10,000 per business to complete physical improvements, update digital marketing and branding, and make other improvements to attract new customers, while the Permit Assistance Program will be used to offset any City planning and building fees, up to \$5,000. To qualify for this assistance, applicants must be opening a new business, expanding an existing business, or undertaking construction improvements to their current place of business.

“Consolidating these two programs will streamline the application process for businesses, and we are excited to expand the criteria for business eligibility. Directing these funds to businesses to improve their storefronts will enhance their visibility and exposure to more customers. The City is dedicated to supporting the success of Arcadia’s small businesses and the continued economic activity of our local community,” said Jason Kruckeberg Assistant City Manager/Development Services Director.

If your business has not applied to the program before, we encourage you to apply to determine if your business qualifies. Applications may be submitted in person to the Economic Development Division at Arcadia City Hall, or by email at [EconDev@ArcadiaCA.gov](mailto:EconDev@ArcadiaCA.gov). Guidelines and application materials for both programs are available at [www.ArcadiaCA.gov/SmallBusiness](http://www.ArcadiaCA.gov/SmallBusiness). For additional information or questions on these programs, please contact the Economic Development Division by phone (626) 574-5409, or by email at [EconDev@ArcadiaCA.gov](mailto:EconDev@ArcadiaCA.gov).

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### About Arcadia

Nestled along the rolling foothills of the San Gabriel Mountains and Angeles National Forest, Arcadia is a charming, family-oriented community with a population of just over 57,000. Located only 13 miles east from downtown Los Angeles, regional transportation networks like the Metro Gold Line connect Arcadia as a premier residential, shopping, and entertainment destination in the San Gabriel Valley. Arcadia is known for its top-rated schools, iconic landmarks, and serene neighborhoods. Arcadia is an award-winning community having been twice named as the *Best City in California in which to Raise Kids* and the *2017 Most Business Friendly City* in Los Angeles County. With the conveniences and amenities of a full-service, mid-size city, Arcadia's "Community of Homes" provides a quality of life that will go [Above & Beyond](#) your expectations.

For more information, please visit [ArcadiaCA.gov](http://ArcadiaCA.gov) or follow us on Twitter by texting **DISCOVER** to **33222**:



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