



County of Santa Cruz

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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Media contact: Jason Hoppin

jason.hoppin@santacruzcounty.us

COVID-19 SMALL BUSINESS GRANTS

The County of Santa Cruz is pleased to announce the second round of the Santa Cruz County Cares Recovery Program for small businesses impacted by COVID-19.

Grants of up to \$15,000 will be awarded to provide immediate financial support to businesses located in Santa Cruz County, including the cities of Capitola, Santa Cruz, Scotts Valley, and Watsonville. This round of grants is available to both essential and non-essential businesses with fewer than 25 employees to aid in maintaining their business and workforce.

Restaurants, childcare providers, hair salons, retail outlets, and other kinds of businesses throughout the county are eligible. Fifty percent of the grants are dedicated to businesses owned by women and disadvantaged individuals. Grants will be awarded through a lottery system with the county divided into three grant zones: South, Mid-, and North County.

Grant funds may be used to reimburse payroll expenses due to business interruption, lease payments for business premises, acquisition of inventory needed to re-open or maintain open status, new telework equipment costs, personal protective equipment, facility readiness (social distancing preparedness, business modifications, outdoor dining, etc.), and other eligible expenses.

The first round of applicants received awards totaling over \$278,000. A total of over \$721,000 is available to be awarded during this second round.

Complete applications are due no later than October 11, 2020 at 11:59 p.m.

Applications and additional information can be found at:

<https://www.sccvitality.org/Business/CARESGrant.aspx>.