

Pasadena Chamber of Commerce
44 North Mentor Avenue, Pasadena, CA 91106
(626) 795-3355 paul@pasadena-chamber.org

Pasadena Community Foundation
301 E. Colorado Blvd., Suite 810, Pasadena, CA 91101
(626) 796-2097 jclark@pasadenacf.org

FOR IMMEDIATE RELEASE

For information contact: Paul Little, Pasadena Chamber of Commerce: 626-795-3355 or 626-840-8583 (cell)

Johanna Clark, Pasadena Community Foundation: 626-796-2097 or 626-497-5137 (cell)

Pasadena COVID-19 Disaster Small Business Relief Fund Online Application Portal Opens Friday, June 26th

Relief Fund will provide \$10,000 grants to local storefront small businesses in Pasadena

Pasadena, CA – June 26, 2020 – Pasadena Community Foundation (PCF) will launch the online application portal for Pasadena COVID-19 Disaster Relief Small Business Relief Fund grants on Friday, June 26, 2020 at 5:00 p.m. The Fund is a collaboration between the Pasadena Chamber of Commerce, Pasadena Community Foundation, and the City of Pasadena to assist small businesses in recovering from the economic impact of the COVID-19 crisis and resulting business closures, and will provide grants of \$10,000 to storefront retail businesses.

Please [CLICK HERE](#) to review the grant guidelines and access the application or visit the PCF website at www.pasadenacf.org. The grant application will be available starting at 5:00 p.m. on June 26, 2020. Applications will be accepted through July 10, 2020 at 5:00 p.m.

The Pasadena COVID-19 Disaster Small Business Relief Fund is intended to augment federal, state, and local aid in supporting Pasadena businesses and sustaining the local economy. The City of Pasadena has seeded the fund with an initial gift of \$500,000, with the goal of assisting 50 or more small businesses. The City will match all private philanthropic gifts to the fund up to \$250,000, creating the potential for \$1 million in assistance. The Fund will accept donations from individuals, businesses, and foundations.

Local storefront retail and restaurant businesses are strongly encouraged to apply. The fund will prioritize business owners who have not received financial assistance from federal and state-level COVID-19 relief programs, including the Paycheck Protection Program. Businesses receiving grants must be located within the physical boundaries of Pasadena. The selection process will also consider local ownership and whether businesses employ Pasadena residents. Once awarded, grant funds may be used for business-related operational costs, including COVID-19-related expenses and re-opening compliance costs.

“The Pasadena COVID-19 Disaster Small Business Relief Fund is intended to help preserve those Pasadena storefront businesses that are vital to the personality of our city’s neighborhoods and contribute to our local economy,” said Pasadena Chamber of Commerce CEO Paul Little. “We want to be sure the stores and cafés that contribute to the character of Pasadena have a chance to survive the COVID-19 pandemic.”

“Successful small businesses and a healthy economy are critical to a thriving city, which is what PCF is always working towards,” said Jennifer DeVoll, Pasadena Community Foundation president and chief executive officer. “The Small Business Relief Fund will play an important role in reviving existing small businesses and laying the groundwork for our city’s long-term economic and social recovery from the COVID-19 crisis.”

The City of Pasadena, Chamber of Commerce, and PCF have assembled a diverse and experienced selection committee to review all applications and make recommendations for funding. PCF will administer the fund, accept gifts, and provide acknowledgement letters for tax purposes. All gifts to the Pasadena COVID-19 Disaster Small Business Relief Fund are tax deductible.

About Pasadena Community Foundation

Pasadena Community Foundation (PCF) is a tax-exempt public charity created by and for the people of Pasadena. Managing charitable assets that meet the evolving needs of our community, PCF works with individuals, families, and organizations to establish philanthropic funds, build endowment funds, manage philanthropic programs, and distribute grants.

About the Pasadena Chamber of Commerce

The Pasadena Chamber of Commerce and Civic Association is a professional business organization. Since the earliest days of Pasadena, the Chamber has played a major role in the development of this internationally renowned city. Since 1888, when the organization was founded as the Board of Trade, the Chamber’s primary purpose has been the enhancement of both the business climate and the quality of life in Pasadena. The Pasadena Chamber of Commerce currently serves more than 1450 members.

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