

# hidden gems

♦ LA MESA ♦  
JEWEL OF THE HILLS  
DINE • SHOP • EXPLORE

08.20.2020



## LA MESA BUSINESS ASSISTANCE GRANT APPLICATION OPENS MONDAY, AUGUST 24 AT 8:00 A.M.

Affected by COVID-19?



### La Mesa Small Business Relief Grant

Grants of up to \$5,000 will be available to eligible small businesses impacted by the COVID-19 Pandemic.

#### Eligibility Requirements

- Must be a for-profit business located in La Mesa with a valid Business License
- Must have been affected by COVID-19
- Must be an independently owned business
- Must have opened prior to March 1, 2020
- Small business must have no more than 25 employees (Full-Time Equivalents)
- Must be a brick-and-mortar business; home-based businesses are not eligible
- Small businesses that received prior Federal and State funding are eligible, however, funding must be used on alternative eligible expenses

#### The business must provide evidence of losses incurred due to COVID-19. Examples include, but are not limited to:

- Lease Agreement to indicate that rent is overdue
- Payroll Records to indicate a reduction in the number of staff employed
- Tax returns to show a loss in revenue
- Receipts showing expenses for Personal Protective Equipment

**Application Period** Aug 24th- 28th

**Apply Today!** Go to [eastcountyyedc.org/lamesa](http://eastcountyyedc.org/lamesa)

Got Questions?  
Attend Our Webinar

**August 19th @ 12:00p.m.**  
Register at [eastcountyyedc.org/lamesa](http://eastcountyyedc.org/lamesa)

#### Eligibility Expenses

- Rent
- Payroll
- Utilities
- Insurance
- Accounts Payable
- Personal Protective Equipment

### \$5,000 Business Grants

Applications will be accepted starting Monday, August 24 at 8:00 a.m. through August 28 at midnight. Funding will be distributed on a **First-Come, First-Served** basis.

Eligible expenses include rent/mortgage, payrolls, utilities, insurance, accounts payable, and personal protective equipment.

Visit the East County Economic Development Council [website](#) or click on the flyer for more information about the application process.

Click on the flyer for More Information!

Contact Cat Kricorian

#### Chamber Launches the "La Mesa Live" Video Series

The Chamber is passionate about our members! We have created a new series to help promote them and spotlight them and ALL that they provide! This "up close and personal" visit to the business is a perfect opportunity to enhance their marketing efforts. This informative and unique video series has a variety of purposes such as: Spotlight a Chamber member and their business, introduce the owner(s) and/or managers, share interesting facts about the business, menu of a restaurant or items for sale (if retail), and other details of this business! Anything that the Chamber can do during these challenging times to promote our members and help them gain new customers and share their business attributes is our goal! We are thrilled to announce our partnership on this project with March Sewls, owner of Studio M.L.L. His expertise is instrumental in making this marketing video happen!



#### Live with Mary! Time to Meet "Little Roma" Restaurant

Little Roma Restaurant is our first featured business in our new "La Mesa Live" video series! Meet Elizabeth, hear about the restaurant, take a look at some of their delectable menu items and learn more!

5575 Baltimore Drive, Suite 104 - In La Mesa  
(619) 465-7700 | [www.littleromalamesa.com](http://www.littleromalamesa.com)



## La Mesa Live!

The La Mesa Chamber of Commerce launched a new video series to help promote local businesses. Check out the Chamber's video spotlight of [Little Roma](#). If you are a member of the Chamber and would like to be featured, please contact Mary England at 619-465-7700.

## Business Assistance Fund

The La Mesa Chamber of Commerce is accepting applications from businesses damaged on May 30 and May 31st. Fill out the application [online](#) or call their office at 619-465-7700 to request a form that can be emailed to [chamber@lamesachamber.org](mailto:chamber@lamesachamber.org). The application deadline is August 31st.