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CONTACT: Hazel Quimpo, Communications Manager

hazelq@dlba.org

O) 562.485.3138

Downtown Long Beach Alliance Launches Free Entrepreneur and Small Business Education Series and Job Creation Grant

Registration Opens March 10 with six-week course launching April 1.

LONG BEACH, Calif. (March 10, 2017) – The Downtown Long Beach Alliance (DLBA) is launching an Entrepreneur and Small Business Education Series and opening the opportunity for local entrepreneurs to be awarded up to \$5,000 each toward their business goals with the Small Business & Job Creation Grant. Dreams are being built in Downtown Long Beach and the DLBA is working with entrepreneurs to grow passions into realities in California’s most ideal business destination.

The free six-week Entrepreneur and Small Business Education Series will begin on April 1, 2017 with registration opening March 10, 2017. In a partnership with California State University, Long Beach (CSULB), the series will consist of 10 modules ranging from *Writing Your Marketing Plan* to *Negotiating a Lease*. Throughout the courses, current and future business owners will learn about valuable tools and skills that will push their ideas to greater heights.

“The team at CSULB has been an excellent partner as we both work to grow and support our small business community,” Adam Carrillo, DLBA Economic Development Manager said. “Small business forms the core of our economy and it’s squarely in line with DLBA’s mission to invest in their success.”

All sessions will be held in Downtown Long Beach from 8 a.m. until noon, with Week 1 scheduled at WeWork, located at 100 W. Broadway and the remaining sessions meeting at Studio 111’s new offices at 245 E 3rd Street. The series culminates in Week 6 with a “Pitch Fest” as participants will present their business plans to DLBA’s Economic Development team and private angel investors.

Once entrepreneurs complete the series, they qualify for the DLBA’s Small Business and Job Creation Grant, which will award up to \$2,500 of matching funds raised by the applicant for a total of up to \$5,000 to help businesses get their ideas off the ground.

“Encouraging current and future entrepreneurs to follow their dreams and providing them with the skills to reach those dreams is paramount,” said Director of Graduate Programs of the College of Business Administration at CSULB, Dr. Ingrid M. Martin. “By partnering with the DLBA on this set of workshops, CSULB brings the necessary expertise in the areas needed for the entrepreneur to succeed. This partnership is designed to create an entrepreneurial culture in Downtown Long Beach leading to an innovative and dynamic economy.”

For more information on this free Entrepreneur and Small Business Education Series and Job Creation Grant, visit DTLBBusiness.com and follow @dlba on Twitter and Instagram, and @downtownlongbeach on Facebook.

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About DLBA: The Downtown Long Beach Alliance is a non-profit organization operating on behalf of the stakeholders of the Downtown Business Improvement Districts. It is dedicated to cultivating, preserving and promoting a healthy, safe and prosperous Downtown. For additional information, visit www.downtownlongbeach.org.