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NEW DOWNTOWN LONG BEACH ECONOMIC RECOVERY GRANT AIMS TO ASSIST PERSONAL CARE, HEALTH & WELLNESS PROVIDERS

DLBA grant program lends support to local brick-and-mortar businesses shuttered by previous pandemic health orders

(LONG BEACH, CA – July 8, 2021) The [Downtown Long Beach Alliance](#) (DLBA) announced that applications are now open for a new [Personal Care Services and Health & Wellness](#) grant program designed to support brick-and-mortar businesses in Downtown Long Beach that were temporarily closed during the pandemic due to LA County and Long Beach health orders.

The \$90,000 initiative provides grants of \$1,250 to \$4,750 based on three categories: independent contractors, personal care establishments, and independent gyms and fitness studios. This includes barbershops, estheticians, hair and beauty salons, independently owned gyms, nail salons, skin care providers, tattoo artists, yoga studios and other fitness-related services. Grants can be used to address back pay on rent and other incurred expenses to help offset revenue and operation losses due to financial hardship.

“Personal care and health and wellness providers take care of our Downtown community, and we want to extend another lifeline to take care of them,” said Austin Metoyer, Economic Development & Policy Manager, DLBA. “Like restaurants, these small businesses, about 150 in DTLB, were hit especially hard by the impact of shutdowns due to public health measures to slow the spread of COVID-19. They still face a lengthy recovery. DLBA remains committed to working with our community to revitalize local businesses and providers through a variety of tools, including grants, programs, and educational resources.”

The Personal Care Services and Health & Wellness grant program is active through August 31, or when funds are exhausted. Grants are awarded on a first-come, first-served basis. Businesses with an active storefront address that were temporarily closed due to health orders in 2020-2021 can apply.

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About Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, or follow on Facebook [@downtownlongbeach](#), and on Twitter and Instagram [@DLBA](#).