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# LA REGIONAL COVID FUND

**A new grant has arrived to revitalize brick-and-mortar small businesses in the personal care and retail sectors.**



**\$10,000 GRANTS  
AVAILABLE**

**APPLY  
4/5-4/11**

**FOR PERSONAL CARE  
& RETAIL SECTOR  
SMALL BUSINESSES**

**LA REGIONAL COVID FUND** **KEEP OUR SHOPS  
ON THE BLOCK GRANT**

**VISIT: [LACOVIDFUND.ORG](https://www.lacovidfund.org)**

The LA Regional COVID Fund will be disseminating \$4.7 million in financial relief through the new Keep Our Shops on the Block Grant, a \$10,000 grant for small brick-and-mortar businesses in the personal care and retail sectors.

Eligible businesses include: hair and beauty salons, nail salons, esthetic, skin care, electrology, barbershops, shoe repair shops, dry cleaners, automotive or appliance repair, flower shops, party supply stores, bookstores, apparel stores, bakeries, donut shops, community grocery stores/markets and variety discount stores.

Led by the County of Los Angeles in partnership with [LISC LA](https://www.lisc-la.org) and other partners, the LA

Regional COVID-19 Recovery Fund was designed to provide a much-needed wave of financial relief to businesses during the COVID-19 pandemic.

**Eligible businesses can apply for the \$10,000 grant from Monday, April 5th through Sunday, April 11th.**

For all eligibility requirements and to apply, visit the [LA Regional COVID-19 Recovery Fund](#) website.

Please note that while grant winners will be chosen through a randomized application system, applicants who meet certain criteria will be weighted more heavily in the system in order to support the most vulnerable Angelenos. Businesses that will receive higher weightings include those that: are veteran-owned, have an annual gross revenue under \$500,000, or are located in County Districts with higher poverty rates, lower educational attainment and lower median income.

For more information, businesses can attend the following free webinars:

- [English, Wednesday, 3/31 at 9:30am](#)
- [Spanish, Thursday, 4/1 at 2pm](#)
- [English, Friday, 4/2 at 2pm](#)

If you have any further questions and/or need assistance, please email: [lacovidfund@lisc.org](mailto:lacovidfund@lisc.org).

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LA COVID-19 Regional Recovery Fund

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