



Yorba Linda Small Business University

Digital Marketing Training and Grant Program

Program Description and Guidelines

Application Window: October 12–18, 2026

Prepared by: **City of Yorba Linda – Economic Development Division**

In partnership with: **Orange County Inland Empire Small Business Development Center (SBDC)**

Program Overview

The City of Yorba Linda's Small Business University Digital Marketing Training & Grant Program provides eligible Yorba Linda brick-and-mortar commercial businesses with professional digital marketing training, individualized consulting, and a **\$1,000 grant**.

This three-week (once-a-week) training program is designed to help businesses:

- Build a stronger digital presence
- Improve online marketing strategies
- Increase customer awareness and sales
- Access expert consulting and hands-on support

A total of **25 businesses** may participate in the November 2026 training.

Eligibility Requirements

To apply, Yorba Linda businesses must meet the following:

- Brick-and-mortar for-profit commercial business physically located in Yorba Linda
- At least **one year in operation**
- Between **2 and 100 employees**
- In **good standing** with all regulatory agencies (no liens, outstanding bills, or compliance violations)
- Must complete all program sessions and consultation
- Submit full application and documentation

Not eligible: home-based businesses, cannabis businesses, massage parlors, adult entertainment, gambling facilities, mostly cash-based businesses, residential/real estate/short-term rentals, City employees, elected or appointed officials.

Only one participant per business is eligible to participate in the Program and receive the \$1,000 grant. Participants who own or are affiliated with multiple businesses in Yorba Linda may only apply on behalf of one business.

Program Schedule (November 2026 Training)

Businesses must attend all three training sessions and complete one SBDC consultation.

Weekly Training Sessions

- **Week 1 – November 02, 2026 - 2:00 pm to 3:30 pm**

Sample Topic: Establishing a Digital Presence (Google Business Profiles, customer discovery)

- **Week 2 – November 09, 2026 - 2:00 pm to 3:30 pm**

Sample Topic: Social Media Marketing (Facebook/Instagram content creation, calls-to-action)

- **Week 3 – November 16, 2026 - 2:00 pm to 3:30 pm**

Sample Topic: Paid Digital Advertising Campaigns (budgets, targeting, keywords, measurement)

Required Consultation

One-on-one SBDC digital marketing consultation must be completed:

November 12, 2026.

Application Process**Application Window:**

October 12–18, 2026

Required Documentation

- Completed Yorba Linda Grant Agreement (provided upon pre-approval)
- A current City of Yorba Linda Business License
- Current W-9 - *Important Note: Grant recipients will receive a Form 1099-NEC for the grant amount issued by the City. Please consult a tax professional regarding any tax implications.*

If applications exceed available capacity, a **lottery system** may be used.

Grant Requirements & Eligible Uses

Businesses **completing** all program elements will receive a **\$1,000 grant**.

Eligible Uses

Funds must be used **only** for paid digital advertising, including but not limited to:

- Social Media (Facebook/Instagram, Tik Tok...) ads
- Google Ads
- Yelp ads
- Digital ad placement services coordinated with an SBDC consultant

Prohibited Uses

- Rent, mortgage, payroll, utilities, inventory
- Legal fees, settlements, debt repayment
- Any non-advertising business expenses
- Costs already reimbursed through another funding source

Businesses must keep receipts and comply with year-end 1099 requirements.

Attendance & Completion Requirements

To receive the grant, participants must:

- Attend all three training sessions
- Complete one SBDC consultation
- Submit all documentation by the deadlines

Missing sessions may require additional consultation; repeated absences may result in disqualification.

Program Administration Partnership

City of Yorba Linda

- Program oversight and coordination
- Application review and eligibility determination
- Grant disbursement

SBDC

- Program administration and training
- Application and documentation review
- Verification of completion
- Consulting and reporting

Funding Allocation

- **\$25,000** – Training micro-grants (\$1,000 × 25 businesses)

City Reserved Rights

The City may amend, terminate, or modify the program; request additional documentation; adjust deadlines; or disqualify applicants for conflicts of interest or compliance issues.

Equal Opportunity Policy

The City of Yorba Linda and the SBDC do not discriminate based on sex, age, race, creed, color, religion, national origin, marital status, ancestry, or physical disability.

Contact Information

City of Yorba Linda – Economic Development Division

Colleen Callahan, Economic Development Manager

714-961-7105

Ccallahan@yorbalindaca.gov

SBDC – Orange County Inland Empire Network

Manal Richa, Director

(657) 256-3874

Manal.Richa@ociesbdc.org



Yorba Linda Small Business University

Digital Marketing Training and Grant Program

APPLICATION

Application Window:

Monday, October 12, 2026 - Sunday, October 18, 2026.

Prepared by: **City of Yorba Linda – Economic Development Division**

In partnership with: **Orange County Inland Empire Small Business Development Center (SBDC)**

The City of Yorba Linda has partnered with the Orange County Inland Empire Small Business Development Center (SBDC) to offer the Small Business University Digital Marketing Training & Grant Program. This program provides professional training and financial assistance to eligible Yorba Linda businesses seeking to strengthen their online presence and improve their digital marketing strategies.

Applications must be submitted online during the open application period, from **Monday, October 12, 2026 through Sunday, October 18, 2026**. Only complete online applications received before the deadline will be considered.

In addition to this application, the chosen businesses will then be required to have the following documents submitted:

- A current City of Yorba Linda Business License • W-9 Form • Grant Agreement

APPLICANT / BUSINESS OWNER

Applicant Name		
Street Address		
City	State	Zip Code
Mobile Phone Number	Other Phone Number	E-Mail Address

BUSINESS

Business Name	Legal Entity Name	
Business Employer Identification Number (EIN)	Business License Account Number	
Year Business Started	Website	
Type of Business		
Street Address		
City Yorba Linda	State CA	Zip Code
Mobile Phone Number	Office Phone Number	E-Mail Address
Business Structure ☐ Sole Proprietor ☐ Partnership ☐ Limited Liability Company ☐ S-Corporation ☐ C-Corporation		
Total # of Business Owner(s)	Total # of Full-Time Employees	Total # of Part-Time Employees

ACKNOWLEDGEMENT, AGREEMENT, AND CERTIFICATION

<i>I/We understand that this grant is provided by the City of Yorba Linda based solely on the information submitted in this application and that my business has no outstanding tax liens or legal judgments. By signing below, I/We certify that all information is true and correct and agree to use the \$1,000 grant exclusively for eligible digital marketing activities. I/We further agree to submit a post-grant impact report and understand that providing false information may result in disqualification.</i>	
Owner Signature and Printed Name	Co-Owner Signature and Printed Name
Date	Date