



Torrance Chamber Partners in Regional Effort to Assist Small Business

The Torrance Chamber has supported small businesses during this unprecedented COVID-19 pandemic, as we have all had to adapt and become flexible. So many small businesses are being hit hard by the enormous impacts of COVID-19 on their operations, cash flow, revenues and ultimate survival.

The Torrance Chamber is celebrating the outsized impact of small businesses and calling on all Californians to support them now - especially as they invest in implementing industry guidance and digital strategies to meet our needs and keep us safe and healthy.

Together with Governor Newsom's Taskforce on Business and Jobs Recovery, the Torrance Chamber has joined the regional Shop Safe Shop Local program which is a call to action to all Californians to spend locally, while amplifying resources to support small businesses and help all of our diverse neighborhoods thrive.

- #ShopSafeShopLocal will rally consumers to shop safely and spend with small businesses to help our economy recover and ensure all California small businesses - especially minority-owned firms who have had a disproportionate impact and closure rate - can thrive.
- #ShopSafeShopLocal will connect small businesses to our partners' offers, tools, resources and content to help them adapt to the marketplace, implement industry guidance, acquire PPE, and build e-commerce and digital readiness for resilience.